

# *The* TALKING MACHINE WORLD

*For the  
makers &  
sellers of  
talking  
machines*

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, December 15, 1921



The best-known trademark in the world  
designating the products of the Victor Talking Machine Co.





# Quality Makes Sales

"Quality" is the standard by which all phonographs are judged by the purchasing public.

"Quality" in TONE—DESIGN—FINISH—and MECHANICAL DEVICES.

The International Reputation of

THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL



acknowledged "The Highest Class Talking Machine in the World" is a valuable asset for you and establishes your prestige on a basis of the highest artistic standards.

With the revival of normal business conditions, a Sonora agency is of GREAT VALUE to you. There are some new dealers being added now—You may be able to secure a valuable agency if you will write for further information.

**Sonora Phonograph Company, Inc.**

GEO. E. BRIGHTSON, *President*

NEW YORK CITY

FIFTH AVENUE AT 53rd STREET

Canadian Distributors: I. Montagnes & Co., Toronto

279 BROADWAY





# The Talking Machine World

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## VICTROLA TO HELP OPERA COURSE

Lectures on the Opera in Columbus, O., to Be Illustrated Through Medium of Victrola and Records—Local Dealers to Co-operate

COLUMBUS, O., October 5.—A new institution will be inaugurated in this city when the opera will be brought close to Columbus people this Fall at the New Southern Hotel, through the combined efforts of Prof. Thomas Scott Lowden, of the psychology and history of education department of the Columbus Normal School, and the City Federation of Women's Clubs. This will be a lecture series conducted by Dr. Lowden.

"For a long time I and other lovers of real music have striven to bring better music to the public attention. We have been particularly anxious to do this because Columbus is still not a seat of opera, and opera to me is the highest form of art, for the reason that it embodies poetry, which itself is art; music, both instrumental and vocal; dramatic action and beautiful scenic effects. In other words, opera, in my opinion, is a combination of all the arts.

"Since we are not fortunate enough to have opera here we thought that the next best thing would be to have these lectures illustrated on the Victrola. We want the people to understand and appreciate better music, which is principally the purpose of this course."

In these words Prof. Lowden stated why he and the City Federation of Women's Clubs decided on this lecture series.

The program committee who will have charge of the general arrangements for this series includes Mrs. W. L. Matton, chairman; Mrs. Charles W. Lentz, Mrs. C. A. Entekin, Mrs. F. M. Stanton, Mrs. H. L. Hesse, Mrs. H. R. Markel, Mrs. Samuel Hagans, Mrs. Vernon Riegel and Mrs. T. S. Lowden. Mrs. Florence Holmes Bay is the chairman of the publicity committee.

Local Victor dealers are co-operating with the City Federation in furnishing talking machines and records. These operas will be analyzed physiologically by Dr. Lowden: On October 11 "Faust" will be discussed; "Rigoletto" is scheduled for the 25th of October; November 8 is the date on which "Aida" is to be discussed; "Il Trovatore" on the 22nd of November, and, lastly, "Carmen" on December 6.

Tickets are on sale at the various music stores. The proceeds of the course go towards philanthropic and welfare work.

## NEW STORE TO OPEN IN ALBANY

ALBANY, N. Y., October 3.—On or about October 15 Pommer's Music Shop will be opened on North Pearl street, the main business and theatrical section of the city, by John J. Pommer, one of our oldest business men, who has been affiliated with the H. & J. Pommer furniture store for the past thirty-five years. The new establishment, which is now being equipped with ten record booths and a number of Selrex record listeners, will be managed by John W. Pommer, who has been connected with the talking machine industry for the past ten years. A feature of the establishment will be booths especially built for men who desire to smoke, also booths especially designed for the use of the kiddies and their folks.

## OPENS EXCLUSIVE BRUNSWICK SHOP

FREEMONT, N. Y., September 19.—Chris Chapman's Brunswick Shop is the name of a new music establishment which was opened here recently by Chris Chapman, who, for the past twenty-five years, has been associated with various record manufacturing firms. Mr. Chapman handles Brunswick machines exclusively.

## CARUSO'S GREAT VOICE EXPLAINED

London Throat Specialist Tells of Some of the Unusual Features of Noted Tenor's Throat—Vocal Cords Unusually Long and Thick

Dealers and salesmen who handle and admire Caruso records for the wonderful range and beauty of the great artist's voice will be interested in the fact that Dr. William Lloyd, noted throat specialist of London, England, who for many years treated Caruso, recently wrote to the Daily Mail to the effect that in comparing Caruso with other singers he found the following characteristics of the perfect singing machine:

"The most striking feature was the great length of the vocal tube; the distance from the teeth to the vocal cords in Caruso was at least half an inch more than in any other great tenor I have examined.

"A second point was the length of the vocal cords, on whose length, breadth and thickness the pitch of the voice largely depends. The average length of the relaxed vocal cords in a man is one millimeter (about three-fourth inch). Caruso's vocal cords were one-sixth inch longer than those of any other tenor I have seen.

"The capacity of vibration of the vocal cords is another most important factor, for the higher the note the more rapid must be the vibration. Caruso when singing his wonderful chest C sharp reached the phenomenal vibration for a man of 500 per second.

"Caruso's whole body seemed to have more average resonance and one of the great secrets of his wonderful voice was the formation of the epiglottis, which was thick at the base, as in basses, but exquisitely fine and delicate at the free end. The power of his voice was so great that he often fractured glasses in my consulting room by singing their fundamental notes at the orifice."

## JOHN'S MUSIC CO. OPENS

Exclusive Victor Establishment One of the Most Beautiful in Lima—Five Thousand at Opening

The accompanying illustration shows the John's Music Co., of Lima, O., exclusive Victor



Interior New Store of John's Music Co.

dealers, which was formally opened last month. This is one of the most beautiful establishments in the city and the sales organization is the equal of any in northern Ohio.

Fully five thousand people were present at the opening and a large number of Victor jobbers were also in attendance. Following the opening the out-of-town guests were tendered a banquet at the Argonne Hotel and a merry time was enjoyed until midnight.

The officers of the concern are Don G. John, president; John A. Edwards, vice-president; M. L. Clevenger, secretary-treasurer, and George S. Minter, who was formerly with the Cable Co., of Grand Rapids, Mich., sales manager.

Mr. John, who was connected with the Porter Co. as manager of the talking machine department for seven years, organized the new store with the idea of specializing in Victor products. A good line of pianos, player-pianos and music rolls is also handled.

## NATIONAL PUBLICITY CAPITALIZED

How Talking Machine Men May Utilize the Advertising of the Manufacturers Whose Goods They Handle—Some Hints Worth Adopting

Retail dealers in the talking machine field might make profitable use of an idea put into execution by a retail dealer in the field of electrical merchandising. This retailer clips the advertisements of the companies whose lines he handles which appear in such national mediums as the Saturday Evening Post. He mounts these on gray or other suitable cardboard and puts them in his window for display. The mounting boards are all cut the same size, and are eighteen by twenty-two inches. If the pages are tipped on the mat board they will not warp it, and they may be replaced with later advertisements. When one thinks of the millions of dollars spent annually by national advertisers in the talking machine industry it seems possible that the retailers can go a long way further than they are at present doing to capitalize this publicity. These cards can also be used in the demonstration booths and other parts of the interior of the store.

## SELL VOCALION IN NEW YORK STATE

Chas. D. McKinnon to Look After Wholesale Vocalion Interests in New York State, Working in Co-operation With Distributors

SYRACUSE, N. Y., October 3.—Charles D. McKinnon, who has had long experience in the talking machine field, having at one time operated a chain of retail stores and more recently New York State representative for a prominent line of machines and records, has been appointed to look after the Vocalion and Vocalion record interests in New York State for the Aeolian Co. He will make his headquarters in this city and work in co-operation with the newly appointed Vocalion jobbers, the Gibson-Snow Co.

Mr. McKinnon is well known throughout the territory and is expected to do some excellent work in the interests of the Vocalion.

## CATERING TO THE KIDDIES

Why Not Special Envelopes or Containers for Records, Now That We Have Special Rooms?

Special rooms for the kiddies are being installed in a great many talking machine stores so as to make a direct appeal in the way of special records for children and their friends. In this connection would it not be a good idea to have special record envelopes designed with storks, animals and suitable rhymes printed on the wrapper? In other words, have the envelope or container in sympathy with the spirit of the room, thus carrying out the idea of service to children in a most complete way.

## S. DAVENPORT MADE MANAGER

ARDMORE, OKLA., October 1.—Spencer Davenport, formerly connected with the local store of the Edison Phonograph Shops, has been appointed manager by H. C. Leitnaker, of Oklahoma City, president of the concern. Mr. Davenport succeeds F. W. Redsted, who died recently. Miss Juanita Whitt, a member of the office force, has been placed in charge of all office work.

## TO MANUFACTURE RECORDS

The Harmony Recording Laboratories, for the making of talking machine records, has been granted a charter of incorporation, under the laws of the State of Delaware, with a capital of \$150,000. Incorporators are: Howard Burns, Sewickley, Pa.; A. A. Alles, Aspinwall, Pa., and W. Crow, of Pittsburgh, Pa.



# Making Your Local Advertising and Window Displays Co-ordinate Effectively :: By R. A. Hardy

Without doubt the two most important forces for drawing business into your store are your advertising and your window displays.

It is impossible to say which of these two factors is the more important. Either advertising or window display, rightly used, will stimulate sales. If each is effective alone, when both work together, instead of their efficiency being doubled, it is multiplied.

Let's see how it works in a few typical cases. Mr. Average Man is coming home from work at the end of the day. On the trolley car he passes the "Quality Music Store." An excellent display of talking machines is in the window. It happens that Mr. Average Man has thought of buying a new talking machine. The display arouses his interest. But the car moves on and he becomes engaged in conversation for the rest of the way with Mr. Smith, whom he sees across the aisle. Temporarily he forgets all about that window display.

He might forget it for all time if no further attempt were made to keep up his interest. However, after supper, when he reads his evening newspaper, he sees an advertisement of the store featuring the same talking machines that were in the window display. The advertisement gives descriptions and prices which he could not see when he passed the store on the car. The window display, backed up by the advertising, is enough to make him stop at the store on his way home the following evening and make a purchase. Either the advertising or the window display alone would have failed to finish the job.

It might work another way. Mrs. Housewife sees some operatic selection records advertised in the newspaper. She is somewhat interested, would like to see the records, perhaps, but is not in urgent need of a new supply at the time. She puts the paper aside without making up her mind to take the trip to the store.

Later on she happens to be downtown. She passes the store in question. An attractive display is in the window of the same records that were advertised the evening before in the newspaper.

She recalls, "Oh, yes; there are the things that were advertised last night. I must see them."

A good salesman in the store completes the sale.

Instead of seeing the advertisement in the

local newspaper Mrs. Housewife might have found it in her favorite magazine. The magazine advertisement would have interested her, made her more receptive to the product, but it would not have made a sale or even induced her to come to the local store and ask to see the goods. She might never have acted on the advertisement until she saw the actual goods in a window display in one of the stores in her town.

In various ways these little episodes are being acted over and over again every day in every community. Advertising and display are working hand in hand to bring customers to the store.

## The Three Chief Points

The three big points to remember about synchronizing your advertising and window displays

*The Same Story Can Be Told at One Time in Advertising and Window Display With Little Effort and Expense*

are: first, to feature the same goods in your window that are advertised in the newspaper; second, to have the advertisement appear at the same time as the display is in the window, and third, to put in a window display which emphasizes the same general features which are advertised in the paper.

The first two points are easy to accomplish. It's a simple matter of intelligent planning to see that the same goods get into the window and that the advertisement appears on the same day. Suppose you advertise in a weekly paper that comes out on Wednesday. Plan to change your window display, putting in a fresh trim each week to tie up with your advertising. If you advertise twice a week, say Tuesdays and Fridays, change one window Tuesday and the other Friday to conform to the advertising that

you have arranged to come out on these days.

Except under unusual conditions each window should be changed as often as once a week. The store that allows a trim to remain from two to three weeks at a time is likely to lose a large part of the value of its window display space. There is hardly a store in the United States that cannot co-ordinate its advertising and window displays with good result.

The third point is not always so easy to accomplish. This is making your advertisements look like your window displays and vice versa. Many manufacturers furnish electrotypes, lithographed cut-outs and other window display material which tie up with each other. The same motif is carried out in the magazine's advertisement that appears about the time that the window display and local newspaper advertisement are intended to be used. No more effective tie-up between advertising and window displays can be found than some of this material which is furnished without charge by leading manufacturers to assist dealers to increase their sales.

## An Effective Combination

When to the tie-up between national and local advertising are added effective interior displays along the same ideas and instruction to the retail clerks for bringing out the same points that are featured in the advertising and window display we have a combination that is hard to resist.

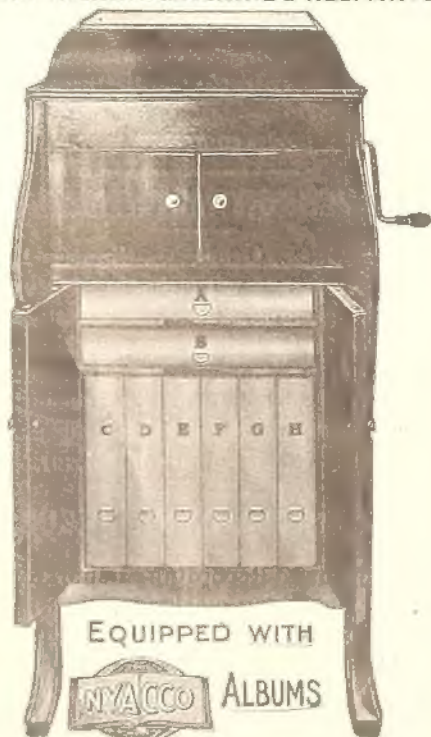
Sometimes the dealer is not fortunate enough to have available a ready-made campaign of advertising and window displays. Now, then, shall we make our advertising and window displays tell the same story? It requires more time and thought in preparation, of course, but it can be done, and done as effectively as in the case when a complete campaign is furnished by the manufacturer.

One of the most direct ways is by showcards in your window that use the same headlines that appear in your advertisement. The same headline, repeated on the most prominent showcard in the window, immediately recalls to the mind of the prospective customer the fact that he has been favorably impressed by the same appeal in the newspaper advertisement. A good headline, therefore, serves a double purpose.

Lithographed display material makes use of  
(Continued on page 6)

## THESE ARE SOME OF THE REASONS FOR OUR EXCEEDINGLY LOW PRICES

THE TALKING MACHINE'S HELPMATE



Our latest improved albums are meeting with remarkable success in the trade. Increased manufacturing facilities and improved machinery have enabled us to enlarge our output and consequently realize great savings in raw material cost due to quantity buying.

We make sets to equip every style of machine. Our special set, with complete set of shelves for No. 80 Victrola, as illustrated, consists of more albums than any other album set on the market to-day and gives the dealer the opportunity to sell more records. Yet the price of the new NYACCO set is no more than the price of ordinary old-style album sets.

Shipments can be made F. O. B. New York or Chicago, as you may desire, thereby saving you freight or expressage.

We guaranty our NYACCO albums as to quality, construction and expeditious deliveries.

**Don't wait for the rush season to place your orders!**  
**Order now for fall and winter delivery.**

Jobbers and Distributors throughout the United States and Canada  
Write for Quotations. Samples submitted upon request

## New York Album & Card Co., Inc.

NEW YORK  
23-25 Lispenard Street

CHICAGO  
415-417 S. Jefferson Street

A. W. CHAMBERLAIN, New England Factory Representative, 26 Broad St., Boston, Mass.



# Victor Supremacy

The supreme qualities that make the Victrola the certain choice of a discriminating public are equally important factors in the success of Victor retailers.

"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

**Warning:** The use of the word **Victrola** upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.

**Important Notice.** Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and should be used together to secure a perfect reproduction.

## Victor Wholesalers

Albany, N. Y. .... Gately-Haire Co., Inc.  
 Atlanta, Ga. .... Elyea Talking Machine Co.  
                                 Phillips & Crew Piano Co.  
 Baltimore, Md. .... Cohen & Hughes  
                                 E. F. Droop & Sons Co.  
                                 H. R. Elmhurst Sons, Inc.  
 Birmingham, Ala. .... Talking Machine Co.  
 Boston, Mass. .... Oliver Ditson Co.  
                                 The Eastern Talking Machine Co.  
                                 The M. Steinert & Sons Co.  
 Brooklyn, N. Y. .... American Talking Mach. Co.  
                                 G. T. Williams Co., Inc.  
 Buffalo, N. Y. .... Curtis N. Andrews  
                                 Buffalo Talking Machine Co., Inc.  
 Burlington, Vt. .... American Phonograph Co.  
 Butte, Mont. .... Orton Bros.  
 Chicago, Ill. .... Lyon & Healy  
                                 The Rudolph Wurlitzer Co.  
                                 Chicago Talking Machine Co.  
 Cincinnati, O. .... Ohio Talking Machine Co.  
                                 The Rudolph Wurlitzer Co.  
 Cleveland, O. .... The Cleveland Talking Machine Co.  
                                 The Eclipse Musical Co.  
 Columbus, O. .... The Perry B. Whitsett Co.  
 Dallas, Tex. .... Sanger Bros.  
 Denver, Colo. .... The Knight-Campbell Music Co.  
 Des Moines, Ia. .... Mickel Bros. Co.  
 Detroit, Mich. .... Grinnell Bros.  
 Elmhurst, N. Y. .... Elmira Arms Co.  
 El Paso, Tex. .... W. G. Waltz Co.  
 Honolulu, T. H. .... Bergstrom Music Co., Ltd.  
 Houston, Tex. .... The Talking Machine Co. of Texas.  
 Indianapolis, Ind. .... Stewart Talking Machine Co.  
 Jacksonville, Fla. .... Florida Talking Machine Co.  
 Kansas City, Mo. .... J. W. Jenkins Sons Music Co.  
                                 The Schmeltzer Co.  
 Los Angeles, Cal. .... Sherman, Clay & Co.  
 Memphis, Tenn. .... O. K. Houck Piano Co.

Milwaukee, Wis. .... Badger Talking Machine Co.  
 Minneapolis, Minn. .... Beckwith, O'Neill Co.  
 Mobile, Ala. .... Wm. H. Reynolds  
 Newark, N. J. .... Collings & Co.  
 New Haven, Conn. .... The Horton-Gallo-Creamer Co.  
 New Orleans, La. .... Philip Werlein, Ltd.  
 New York, N. Y. .... Blackman Talking Mach. Co.  
                                 Emanuel Blout,  
                                 C. Bruno & Son, Inc.  
                                 Charles H. Ditson & Co.  
                                 Knickerbocker Talking Machine Co., Inc.  
                                 Musical Instrument Sales Co.  
                                 New York Talking Mach. Co.  
                                 Ormes, Inc.  
                                 Silas E. Pearsall Co.  
 Omaha, Nebr. .... Ross P. Curtice Co.  
                                 Mickel Bros. Co.  
 Peoria, Ill. .... Putnam-Page Co., Inc.  
 Philadelphia, Pa. .... Louis Buchs Co., Inc.  
                                 C. J. Heppie & Son.  
                                 The George D. Ornstein Co.  
                                 Penn. Phonograph Co., Inc.  
                                 The Talking Machine Co.  
                                 H. A. Weymann & Son, Inc.  
 Pittsburgh, Pa. .... W. F. Frederick Piano Co.  
                                 C. C. Mellor Co., Ltd.  
                                 Standard Talking Mach. Co.  
 Portland, Me. .... Cressey & Allen, Inc.  
 Portland, Ore. .... Sherman, Clay & Co.  
 Richmond, Va. .... The Corley Co., Inc.  
 Rochester, N. Y. .... E. J. Chapman.  
 Salt Lake City, U. .... The John Elliott Clark Co.  
 San Francisco, Cal. .... Sherman, Clay & Co.  
 Seattle, Wash. .... Sherman, Clay & Co.  
 Spokane, Wash. .... Sherman, Clay & Co.  
 St. Louis, Mo. .... Koerber-Brenner Music Co.  
 St. Paul, Minn. .... W. J. Dyer & Bro.  
 Syracuse, N. Y. .... W. D. Andrews Co.  
 Toledo, O. .... The Toledo Talking Machine Co.  
 Washington, D. C. .... Cohen & Hughes  
                                 E. F. Droop & Sons Co.  
                                 Rogers & Fischer



Victrola IV, \$25  
Oak



Victrola VIII, \$50  
Oak



Victrola No. 90, \$125  
Mahogany, oak or walnut



Victrola No. 130, \$350  
Victrola No. 130, electric, \$415  
Mahogany or oak

**Victor Talking Machine Co.**  
Camden, N. J., U. S. A.





# Making Business Sunshine on Stormy Days Through Systematic Use of the Telephone

As a talking machine dealer, are your rainy days days of rest or days of effort? Do you accept what appears to be the inevitable and after condemning the weather man settle down to make the best of it, or have you evolved some plan for making the rainy day itself pay dividends in sales?

A talking machine dealer in New York, where the public is supposed to be very wise and acquainted with the various means used to make sales, has found a rainy day to be a mighty fine thing for him because it gives him a chance to get in touch over the 'phone with customers who have not been in the store for some time for one reason or another or who might be interested in certain records that he has just received.

The telephone campaign, however, is not carried on at random. If it is rainy on Monday, for instance, there is no general telephoning done that day or on the following day. This policy was adopted because the dealer found from experience that a good many of his prospects had Monday as wash or cleaning day and the housewife is invariably in no frame of mind to be pleasant to salesmen.

When the rain is on Tuesday, however, the old telephone is kept busy all afternoon, for the average housewife has gotten her washing out of the way and usually finds herself kept indoors by the rain on an otherwise free afternoon. The demonstration of a few records over the 'phone or the offer to send some up on approval at once quite frequently meets with favorable response as providing a break in the monotony.

Wednesday when it rains is a good day for telephone selling, for a surprising number of

women have developed the matinee habit and fix up things so they will be free on that afternoon. When the rain starts in the morning the theatre party is frequently canceled and the lady has another afternoon at home with little or nothing to do.

Thursday is the last good telephone day, for on Friday or Saturday there is the weekly housecleaning and shopping to do, work that is gen-

*How the Dealer's Telephone May Be Made a Profitable Factor in Sales on Days When Jupiter Pluvius Reigns*

erally carried on regardless of weather conditions. Under such conditions the housewife is not inclined to sit at the 'phone and listen to the dealer's talk. In fact, she is much more likely to come down to his store on one of those days to try out the records for herself.

It has been found that the best time to do the 'phoning is between two and five o'clock in the afternoon. The luncheon dishes have then been cleared away and there is no danger of interfering with the plans for the evening meal. Per-

haps in other localities the 'phoning schedules may require a different arrangement, but in New York the plan as outlined has actually worked—so satisfactorily that it is well worth trying out elsewhere.

## DALLAS CONCERN CHANGES HANDS

New Owners of the Edison Shop, Inc., Increase Capital to \$60,000

DALLAS, TEX., December 3.—Following the purchase of the Edison Shop, Inc., 1300 Elm street, by W. W. Dyer and S. H. Lynch, of Fort Worth, W. P. Fowler, of Duncan, Okla., and J. R. Spann, of Dallas, Tex., the capital stock of the company has been increased from \$20,000 to \$60,000, according to Mr. Dyer, president of the new organization.

The Phonograph Shop of Fort Worth, which had been owned by Mr. Dyer and Mr. Lynch, becomes the property of the new company and will be managed by Mr. Lynch, who is secretary-treasurer. Mr. Spann, vice-president, will manage the shop in Dallas. He has been connected with the Texas-Oklahoma Phonograph Co. for three years.

This company has announced the appointment of C. H. Mansfield, formerly president and manager of the Phonograph Shop of Dallas, as manager of advertising and sales promotion.

The greatest good that exceptional men do for their fellows is not always in actual accomplishments, but rather in the example they afford and the proof they give that human power is not so limited after all.

## Good Will

More than all else does Peerless cherish the good will of its ever-increasing number of patrons. The dollars and cents return is of secondary importance compared with the growth of our clientele, in which respect the closing year was monumental.

There is deep satisfaction and a feeling of pride in welcoming so many new customers.

With a full realization of our responsibility for the maintenance of quality, service and a square deal, we wish to extend the Season's Greetings—to our patrons and to the entire industry—the best wishes for a banner year in 1922.



## Peerless Album Company

Phil Davis, Pres.

636-638 Broadway

New York City

Boston Representative  
L. W. HOUGH, 20 Sudbury St.

San Francisco Representative  
WALTER S. GRAY CO., 942 Market St.





Victrola IV, \$25  
Oak



Victrola VI, \$35  
Mahogany or oak



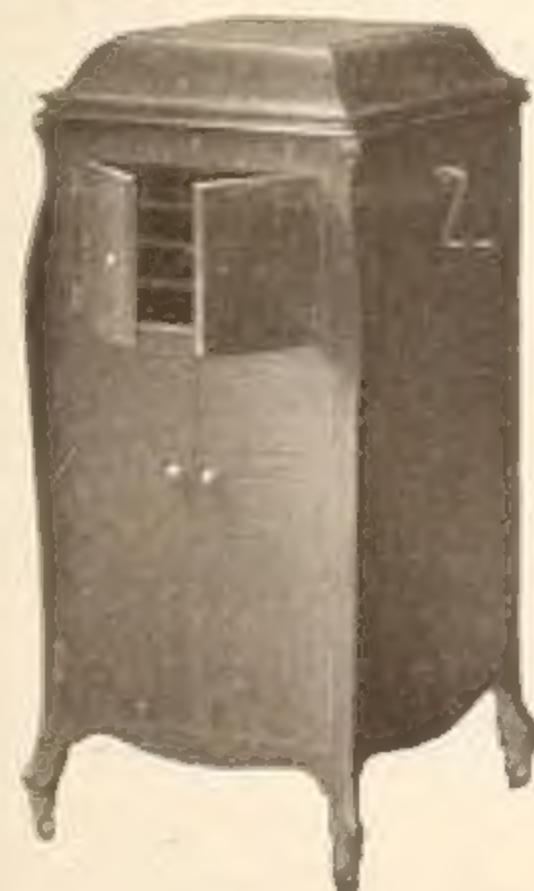
Victrola VIII, \$50  
Oak



Victrola IX, \$75  
Mahogany or oak



Victrola No. 80, \$100  
Mahogany, oak or walnut



Victrola No. 100, \$150  
Mahogany, oak or walnut



# Victor Supremacy

The universal recognition of Victor supremacy is one of the greatest assets of every retailer in Victor products.

With Victrolas in such splendid variety, every demand can be satisfied, and the volume of business is limited only by the individual effort of each retailer.

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**Warning:** The use of the word **Victrola** upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.

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## Victor Talking Machine Co.

Camden, N. J., U. S. A.



Victrola No. 110, \$225  
Mahogany, oak or walnut



Victrola No. 120, \$275  
Victrola No. 120, electric, \$337.50  
Mahogany or oak



Victrola No. 130, \$350  
Victrola No. 130, electric, \$415  
Mahogany or oak





(Registered in the U. S. Patent Office)

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**NOTICE TO ADVERTISERS**—Advertising copy should reach this office before the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

**Long Distance Telephones**—Numbers 5982-5983 Madison Sq.  
**Cable Address:** "Elbill," New York.

**NEW YORK, DECEMBER 15, 1921**

**DEVELOPMENTS AND PROSPECTS REVIEWED**

THE year now rapidly coming to an end has been one of perpetual striving—one of constant effort in the talking machine industry. The gradual broadening out of business this Fall, following the cessation of activity earlier in the year, has been the result only of the most intense effort on the part of manufacturers, distributors and dealers.

Those who have worked hard, continuously and intelligently, are being rewarded. Dealers throughout the country have given more serious attention to real merchandising during the past year than ever before in history. They have remodeled their establishments and included every modern equipment that would make their stores attractive and enable them to give better service to their customers.

The competitive condition in the industry has unquestionably brought this about, and that is one big gain. The storm and stress have infused the industry with an element of progressiveness that is lending itself to better selling conditions in the main, although developments during the past few months in the matter of price-cutting are to be deplored. Strong men or strong houses do not indulge in such practices, because it is not only detrimental to the industry but helps to undermine the prestige of those who employ this unwise form of trade stimulation.

No dealer who expects to stay in business can indulge in price-cutting and expect to hold his trade indefinitely. The men who score real success are those who have confidence in the business in which they are engaged—confidence in the future development of the industry along correct merchandising lines.

The musical standing of the talking machine has received a great impetus during the past twelve months, and leading writers in the musical field have paid tribute to its increasing value in the musical life of the nation and as an aid in imparting musical knowledge in the schoolroom. Its influence in this respect is steadily broadening, thanks to the great educational conferences and other propaganda which have been developed so successfully throughout the country. Record music is making America more musical every day, and is contributing more to the musical entertainment of our people than any other single element. It is compelling dealers and salesmen to become acquainted with musical literature, with the operas and to become more familiar with their record stock, all of which is working out to higher and better things for the industry.

The approaching Christmas period finds the industry in a decidedly better condition than for some time past, although we are facing some big problems which will require close consideration from every branch of the trade. Without doubt the remaining days of the year will be used by talking machine men to excellent advantage, and already, judging from reports sent to The World from widely separated sections of the country, there is ample evidence that a good volume of trade will be closed before the advent of the New Year.

**THE PASSING OF THE EXCISE TAX**

ON November 23 the Revenue Act of 1921 was signed by President Harding, the measure as finally passed exempting entirely from excise taxation talking machines, records, pianos and other musical instruments, thus marking the successful end of a long fight to bring relief to the industry and for that matter to the public. The victory itself was due in no small measure to the efforts of certain members of the talking machine trade who, believing in direct action, went to Washington and got results.

That Senators generally were inclined to favor the amendment to free musical instruments from excise taxes is a tribute to the effectiveness of the organized campaign that had been carried on in all branches of the industry for several months under the general direction of the Music Industries Chamber of Commerce, with talking machine interests, particularly manufacturers and jobbers, aiding in the distribution of the propaganda.

That the Senate agreed to a *viva voce* vote—only three or four of its members were inclined to register with noes—is a fact of special significance when it is considered that a roll-call vote was demanded on sporting goods which were exempted only by the narrow margin of 31 to 30.

While this lifting of the excise tax may not serve to overcome all the handicaps under which the music industry is laboring just now, it will at least serve to put it on the same plane with many other industries in the efforts made to bring about a readjustment. The music industry has never demanded special favors in the matter of taxation, but has fought fairly against tax discrimination such as was suffered by only a very few industries. It is to be hoped that the victory in the case of the war excise taxes will prove to be a genuine stimulus to business.

One of the most pleasing reflections regarding the action of Congress in eliminating the tax on musical instruments is the fact that music has become recognized as one of the prime necessities of our civilization. It emphasizes that the campaign, which really started with the war, to win a wider recognition for music as a civilizing and refining influence in the community has won out. The people at large have come to value music in a new light, and the action of the Senate and the House in taking the tax off talking machines and musical instruments of all kinds is a fitting climax to a movement which bodes well for the future of the industry.

The talking machine today is playing a foremost cultural part in the domain of music by bringing into the homes of the people the very finest compositions of the masters if they choose to have them. And, despite the criticisms of the talking machine as a disseminator of jazz, the fact remains that there are many thousands—yes, millions—who, in their homes and in the schools, are using the talking machine as an educational force for good.

**PRICE MAINTENANCE VS. PRICE CUTTING**

PRICE-CUTTING by retailers on what may be termed standard lines of talking machines has always been one of the evils of the trade, although up to a year or so ago it had been kept more or less in check and had been spasmodic as a rule. For the past year, particularly for the past three months, the practice of shaving prices has not been confined to the few, but has been brought into the open and become the business policy of many, with a consequent harmful effect upon the legitimate trade that sees and has seen in price-cutting the breaking down of that solid foundation upon which the wonderful success of the entire talking machine industry has been built.

The trade-mark law of the United States has been a great thing for the price-cutter, because without generally recognized trade-marked goods to sell he would face real difficulties. To offer unknown and nameless talking machines and records at even ridiculously low prices means little to that growing proportion of the public that demands quality as well as low prices. When a well-known, widely advertised and standard make of machine or record is offered by



some unscrupulous dealer at a price that is lower than the usual price demanded for that particular product, then the public has a standard of comparison upon which to base judgment of values and is likely to be more or less interested.

For the manufacturer to reduce prices all along the line is not price-cutting in the accepted meaning of the word. It is when the retailer takes it upon himself to cut in below the accepted and recognized price of the article and, at a sacrifice of profit, seek to get more than an average share of business at the risk of disrupting the industry. The lengths to which the known price-cutters of the day will go in their efforts to secure machines and records of well-known makes through indirect channels indicate the importance of the trade-marked product in the carrying on of a successful price-cutting campaign.

It is a recognized fact that no amount of moral suasion or any number of resolutions passed by trade associations will stop price-cutting for the simple reason that in many of the assemblies subscribing so earnestly to price maintenance there are some who at that very time are among the offenders against whom the resolutions are directed.

Those members of the industry who have been firm for price maintenance, and have seen the industry develop tremendously under that principle, realize that there is a remedy for much of this price-cutting, but it is a remedy that is so drastic as to cause the average manufacturer or wholesaler to hesitate, even though it is held to be well within the law and has to do with the rights of the individual to do business with whom he pleases.

It is accepted that the wave of price-cutting is due chiefly to general market conditions and a surplus of stocks in certain lines, and it is a question as to how long such a campaign can exist provided it continues to distribute surplus stocks and brings the trade again to a point where there is only sufficient production to meet normal demands. It is very probable that such a solution cannot be arrived at for some months at least.

It may be that the majority of the dealers who ordinarily believe in clean business and fair prices, but have been led astray through panicky statements, will see the light and, having done a big volume of business without realizing any profit, change their methods for their own protection. That may be the final answer, but in any event the solution rests in action and not talk. Have the manufacturers and wholesalers who are suffering the required courage for direct action?

#### WISE TO KEEP IN TOUCH WITH THE BANKER

TAKE a banker's estimate of a business man and it can be accepted as a guide to just how that particular merchant stands in his community, both from a financial and moral point of view. To secure the endorsement of a real banker does not mean that the individual must be possessed of a great amount of money, or that he is riding on the wave of prosperity. It may be simply that he enjoys the reputation for being honest in his dealings and a good moral risk.

Comment has frequently been made in the talking machine trade on the fact that only a small percentage of retailers take full advantage of the facilities offered by local banks. They may be perfectly willing, of course, to go to the banker and demand credit, but are not always so willing to lay their cards on the table by placing their

*To all our friends in the industry best wishes for a Merry Christmas and a New Year of Prosperity and Happiness.*

business affairs before the banker and at the same time build up a standing balance at the bank commensurate with the credit accommodations they expect to enjoy.

The banker is not in business for sentiment or for his health. When he loans money he is not interested in the customer's good intentions, but rather in the collateral that is offered. The fact that the talking machine dealer is selling musical instruments is not half so important to the banker as the fact that he carries a balance approximating 20 per cent of the amount of credit desired and that as collateral he can offer short-time paper or similar security that has some definite and material value. Even the dealer's exclusive franchise for a product in the local territory can be made a negotiable asset provided that franchise is backed up with evidences of sound selling methods and some tangible collateral.

There are no doubt many dealers who hesitate to go to their bankers for accommodation because they are in doubt as to just what is demanded of them in the development of bank credit connections. The retailer, however, who plays the game in the open, who keeps his banker acquainted with his business affairs, and profits by advice when given, is likely to benefit rather than suffer through such a course. The dealer who simply uses his bank as a temporary depository for current funds for years at a time and then expects to rush in and borrow substantial sums of money without question is due for a setback. He should have realized on the opportunity when it was his.

#### THE OPERA SEASON AS A FACTOR IN SALES

THIS is the season of the opera and the best time to feature opera records, for interest in opera music is already aroused, and it only remains for the energetic talking machine dealer to capitalize it and turn it into record sales. Not that opera records are slow sellers the rest of the year, but outside of the musical season the buying interest must be aroused by the dealer as a rule through unusual advertising and demonstration, but when operas are being presented the chief duty is to see that those who desire the music of their favorite operas in their homes can have their wishes gratified.

In this connection it is well for the dealer to keep an observing eye upon the programs presented at all concerts and recitals held in his territory, for in practically every program there will be found one or, more likely, several numbers which, although they may not be recorded by the artist giving the program, have nevertheless been put on the record by some artist of equal, or perhaps wider, reputation. An announcement in the concert program, or a card in the window, at the time of the concert, results in a merchandising tie-up of real value—it means hitting while the iron is hot.

## The "VICSONIA" Reproducer

### Opens the Entire Record Field to Your Customers

Recognized for its Perfect interpretation of Edison Disc Records on Victrolas and Grafonolas.

Fitted with permanent jewel point. No loose parts.

Note: The Vicsonia is made of Bronze, sand casted and machined to measurement. Finished in heavy Nickel or Gold plate. Flexible stylus. Sample Model "A" or "B" Vicsonia will be sent on receipt of \$4.50. Retail price \$7.50.

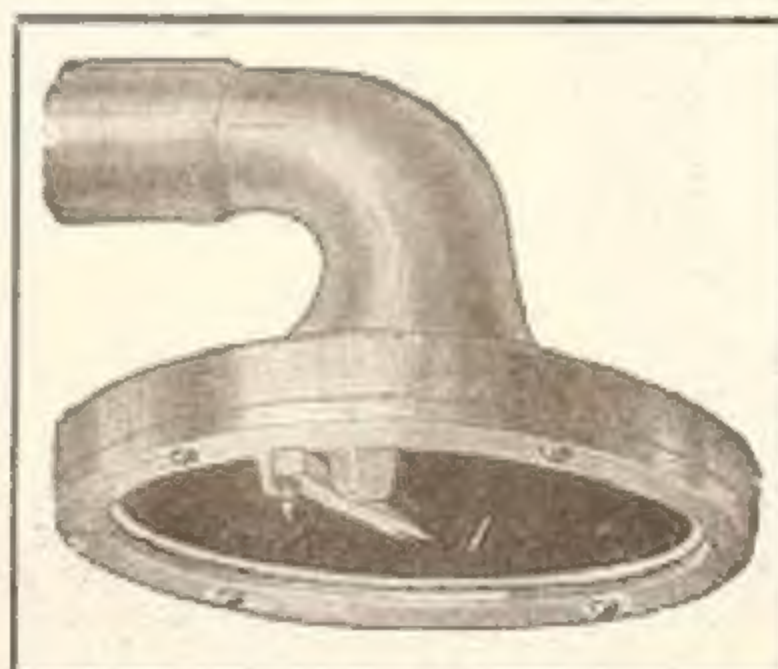
Note: Model "B" Vicsonia plays both Edison and Pathé records.

A Quality Product for Which there is a Large and Growing Demand

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.







The  
**Pearsall Kid**

extends  
his heartiest  
wishes  
for a

**Merry  
Christmas  
and  
a  
Happy  
New Year**



**SILAS E. PEARSALL COMPANY**

**DISTRIBUTORS**

10 East 39th Street  
New York  
*Wholesale Only*



# Some Practical Merchandising Suggestions for the Talking Machine Trade

By Russell R. Voorhees

## THE FIVE-FOOT GIFT SHELF

A dealer in an Eastern town used a novel gift display which would make an excellent window trim for the coming holidays. This dealer had a rather complete making list and knowing that many of his customers made gifts at the time of the year he used this display.

He had a shelf made two feet long and about a foot and a half wide. Then he cut a piece of glass to fit this shelf and gave it a finished look. The shelf was then placed on some fixtures he had and put in the center of the window. On the shelf he put a small talking machine in the center, some records on either side and a few accessories around on the shelf to take up the rest of the space.

Very little else was used in the window, the idea being to emphasize the shelf. Over the shelf in the center of the window hung a large sign reading as follows: "Our Five Foot Gift Shelf."

The idea attracted considerable attention and resulted to the end of the year the new famous five foot gift shelf idea on which this gift shelf display was based.

## MISFORTUNE HELPS ADVERTISE

Especially unfortunate is considered a piece of bad luck, but a talking machine dealer in a Western city used such an event to advertise his store. An explosion in his back street took off a part of his front and exposed the interior of his store to the public view from the street. While waiting for workmen to come and repair the damage, he put up a large sign reading as follows: "Nothing to Hide Here. What Us Do Business."

People were attracted to the section of the front of the explosion and naturally this store drew in for quite some attention because of the original sign and the enterprise of the dealer.

## YOU CAN'T GAMBLE HERE

The row famous put and take top was recently used by a music dealer with quite some success. He secured a quantity of these brass "put and take" tops and scattered them around his window. Then he had some small signs made, reading as follows:

At Your Music Store

We Will Give You a 15c Gift For Every

10 Records Bought

Bring a Victrola or Gramophone With You Buy Another

Record It Is Always Worth What It Costs

Then as a central feature in the window he had a large wooden "put and take" top on which was the following slogan: "You Can't Gamble with What You Buy Here."

## BUY 'EM BY THE LOAD

A talking machine dealer recently put himself in sight with the small boys of the neighborhood and has them all rooting for him. He secured a quantity of those small wagons that little boys like such a delight in playing with and in each he put two or three talking machine records. Then he framed his window with these wagons with the records. On each wagon he had a small sign reading as follows:

All the Latest Music in Black Records

Buy 'Em by the Load

When You Buy

Needless to say, he sold them all and could have sold more if he had had more wagons. Considering the small cost of the idea he found it was more than worth it.

## YOU'VE SEEN OUR PICTURES

Two men who recently entered the talking machine business did considerable newspaper advertising. And in all of their advertising they

used their pictures. After several weeks of this with no advertising their faces became known to everyone. They decided a little change was in order. Instead of using their pictures they used a small black and white photograph with this catch phrase at the top of the advertisement: "You've Seen Our Pictures. Now Come and See Us."

It proved to be a pretty link up with their faces. They sold more records and gained the idea they had in mind in making their business a personal affair.

## HEY, DAD, ASK MA, SHE KNOWS

"Hey, Dad, Ask Ma, She Knows," proved to be a good slogan for a talking machine dealer with a store on a street where considerable traffic consisted of men. The proprietor of this

## NEW VOCALION RECORD CATALOG

All Vocalion Records up to October Carefully Classified and Listed in New Volume

The Vocalion Co. has just issued a new, comprehensive, up-to-date catalog of Vocalion records up to October 1921. The new volume is most substantial in size and its arrangement is especially made for the dealer and user.

The first section of the records in the Vocalion list are carefully listed alphabetically, as are the names of the recording artists and organizations. A practical section of cross-indexing facilitates the work of finding a desired record and its location in the main arrangement. Records are scattered through the pages of the

new catalog in such a way that the dealer can find a record in a matter of minutes.

The second section of the new catalog is a list of records by artist. This section is a most valuable feature, as it gives the dealer a complete list of records by each artist.

Then there is a section of records by record number. This section is a most valuable feature, as it gives the dealer a complete list of records by each number.

The new catalog is a most valuable feature, as it gives the dealer a complete list of records by each artist, record number, and record number.

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## SEND FOR YOUR SAMPLE TO-DAY



### Mr. Victor Retailer—

Would you spend 15c to bring a customer into your store and keep your name constantly before a Victrola owner?

We'll say you will! That is why we will send you a free sample on request of our Advertising Sales-Building-Record Brush.

YOUR ad inserted without extra charge.

## KNICKERBOCKER TALKING MACHINE CO.

138 West 124th St.

Victor Wholesalers

New York City





Here is the Widdicomb phonograph, a model of which has been placed in the window of the Widdicomb Furniture Company, Grand Rapids, Mich. The phonograph is a masterpiece of design and construction, and is a true work of art. It is a piece of furniture that will give you the best of both worlds, a beautiful piece of furniture and a fine phonograph. The Widdicomb phonograph is a true work of art, and is a piece of furniture that will give you the best of both worlds, a beautiful piece of furniture and a fine phonograph.

# Widdicomb

## PHONOGRAPH

*The Aristocrat of Phonographs*

## The Widdicomb offers unusual sales possibilities

*Merchants find that discriminating buyers enthusiastically endorse its twofold appeal*

Phonograph merchants holding the Widdicomb franchise tell us they find unusual sales possibilities in the twofold appeal of the Widdicomb to discriminating buyers.

For the Widdicomb is not alone a musical reproducer of superior type. It is an article of fine furniture fitted to take its place harmoniously in the most perfectly appointed home.

Built in the popular period designs, its various styles are faithful interpretations of the best work of the old masters of the art of wood fashion-

ing. Added to this is a touch of rare charm and artistry so distinctive of all Widdicomb fine furniture creations for three generations.

Tonal superiority is attained by the Widdicomb Amplifying Tone Chamber, an exclusive Widdicomb feature. This chamber extends and expands the sound waves as they pass through, at the same time eliminating all metallic harshness or "blasting."

Every note of the chromatic scale, high and clear or rich and deep, is

given its proper emphasis, no more nor less. Every subtle individuality of the artist—vocal or instrumental—is faithfully reproduced.

To merchants who are interested in laying a strong foundation for increased patronage among the best class of trade, we have an excellent proposition to offer. Write today for complete catalog and full particulars concerning the Widdicomb franchise.

**The Widdicomb Furniture Company**  
GRAND RAPIDS, MICH.

*Fine furniture designers since 1865.*

*All Widdicomb models are now selling at pre-war prices*



# Intelligent Salesmanship Is Biggest Single Need of Talking Machine Industry Today

How many hours a day does the average outside salesman put in by way of actual work?

This question was argued pro and con by a whole convention of business paper editors and publishers in Chicago the other day. And the general consensus of opinion was that the number of hours of extremely small "selling" work is being done by the average salesman outside, in the average town, on the average day, with the average line of goods.

One eminent trade paper man (not in the talking machine field, however) was perfectly certain that the average outside salesman works no more than three hours per day. The gentleman explained his cruel words by saying that when he said "work" he was not referring to street car riding or automobile trips from place to place. He was not even referring entirely to the number of calls made in the usual day by the usual salesman. He was referring to the actual productive work, to work in selling which either produced sales or showed that there was a prospect of producing sales later on.

It was said by these eye-witnesses that salesmen have lost their pep during recent years, that times have been too easy and that far too much of the "take-it-easy" spirit has been engendered recently on a coast of peculiar conditions of the war-time period. It was said that a revival of business cannot be speeded unless and until there has been a revival of the art of salesmanship, and that the principal ingredient in this art is intelligently directed effort. Effort that is to say, not necessarily exciting and tense, but intelligent and directed effort, effort which is planned and organized, effort which is based on a system and directed to an intelligently conceived and understood end.

All of which is true. But, does it apply to the talking machine business? And does it entirely depend on the salesman himself, whether in the talking machine business or in any other?

It does, without doubt, apply to the talking machine business, both wholesale and retail. From the wholesale standpoint intelligent salesmanship is the biggest single need our business has today.

That is to say, our business needs and needs vitally, what may be called intelligent sales policy. Sales managers throughout the country are confronted with a fairly large problem in respect of selling the talking machine to the dealer in the wholesale way, for the dealer is still largely in a state of mental perturbation and is less than usually certain about prospects for the coming Winter. Sales managers have to inspire their salesmen, then, with new energy and an intelligence, too, which will enable them to show to dealers the folly of a hand-to-mouth policy in ordering. But sales managers can hardly do this unless they have the whole-hearted support of the heads of the manufacturing houses themselves. The problem is not merely a salesman's problem, not merely a question of the individual capacity of salesmen. It is a problem for the heads of the houses, an executive problem. And as such it ought to form a vital part of the work of each executive head of a manufacturing house during the next few months. It may be thus formulated: "How can we best sell the idea of talking machine trade prosperity to the dealer?"

Likewise, from the retail standpoint intelligent salesmanship is not entirely a question for the individual salesman, speaking of the canvassing policy which is now so much being taken up by dealers, one can plainly see that there is nothing to be done by the ordinary outside salesman save, in most cases, at any rate, to gain prospects. Talking machine selling is demonstrative selling. To get the people down to the store and show them the machine, optically and

actually, is the secret of success. Of course, records and figures tend to prove to better when every talking machine is carefully installed in a salesmen's pocket, but what he knows how to do in the salesmen's pocket is what he calls "selling" machines. In fact, in the present day, the success of the salesman is not so much a question of carrying around a two-foot-long prospect as the intelligent salesmen used to be.

Yet even here, intelligent direction is the principle. Salesmen ought to be made to real-

ize that the carrying around of a prospect is not a question of carrying around a piece of paper, but a question of carrying around a piece of reality. And the carrying around of a piece of reality is a question of carrying around a piece of intelligence.

Intelligent salesmanship is the key to the success of the talking machine industry today. It is the only way to get the people down to the store and show them the machine, optically and

## *A Settled Policy of Talk, Terms, Prices and Best Methods of Approach Should Be Adopted by Executive*

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## NEW YORK CONCERN INCORPORATES

Lawrence Wertheim & Lawrence Wertheim, of New York and New Jersey, have been granted a charter of incorporation under the laws of the State of New York, with a capital of \$10,000. The incorporators are B. and F. H. Lawrence and C. F. Wertheim.

## BRUNSWICK SHOP AT TEPPER BROS.

Last Wednesday, December 2, (Tepper Bros. inspectors and others of the C. B. Co.) have turned over part of their establishment in Astor, L. I., and C. B. Co. which is now being used as a meeting place for the department of C. B. Co. to be known as the "Brunswick Shop at Tepper Bros." A complete stock of Brunswick phonographs, records and records has been installed.

Reine, building is the art of securing permanent profitable business. In the process of building a profitable business, a permanent and profitable business is built up by the process.



**Seaburg Mfg. Co.**  
Jamestown, N. Y.

No. 250T, List Price \$250.00  
Usual discounts to dealers  
48"x28"x31" high. Finished all  
around  
Solid Mahogany, Walnut or Oak





## Greetings:

**I**N extending our greetings to the VICTOR trade for a most joyous CHRISTMAS and a NEW YEAR of unbounded happiness and prosperity we do so with a sincere appreciation of the patronage and friendship accorded us the past year.

Although the year now closing provided more than its share of problems and difficulties, we believe that it has proven to be, at least from a prestige standpoint, the banner one in the VICTOR history, and that 1922 holds forth still greater possibilities for the loyal and progressive VICTOR Retailer.

*C. Ormes*  
1921

**Ormes, Inc.**

15 West 37th Street, New York City  
Telephone: Fiti Roy 3271 23

Victor Wholesale Exclusively

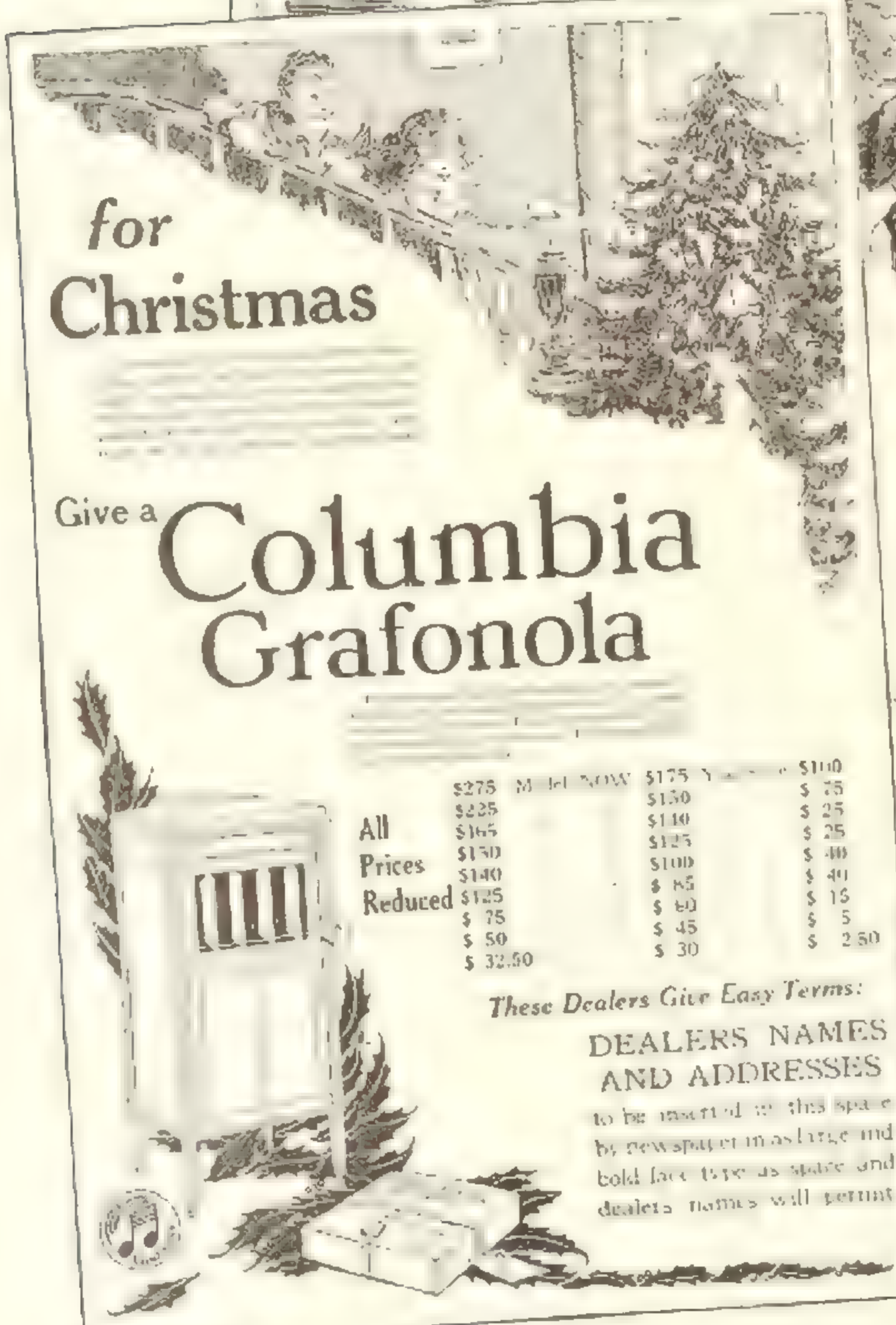








# Get your share of this



for  
**Christmas**

Give a  
**Columbia  
Grafonola**

	Model NOW	Model NEW	Model OLD
All	\$275	\$175	\$100
Prices	\$225	\$150	\$75
Reduced	\$165	\$110	\$25
	\$150	\$125	\$25
	\$140	\$100	\$40
	\$125	\$85	\$40
	\$75	\$60	\$15
	\$50	\$45	\$5
	\$32.50	\$30	\$2.50

*These Dealers Give Easy Terms:*

**DEALERS NAMES  
AND ADDRESSES**

to be inserted in this space  
by newspaper in as large and  
bold face type as space and  
dealers names will permit

You Save \$100

\$ 75

\$ 25

\$ 25

\$ 40

\$ 40

\$ 15

\$ 5

\$ 2.50

Save \$100

\$ 75

\$ 25

\$ 25

\$ 40

\$ 40

\$ 15

\$ 5

\$ 2.50

**Easy Terms:**

**DEALERS NAMES  
AND ADDRESSES**

in this space  
in as large and  
as space and  
will permit

**Terms:**

**DEALERS NAMES  
AND ADDRESSES**

this space  
in as large and  
as space and  
will permit

# Columbia



# big Christmas business

When your customers think "Christmas" they're sure to think "Columbia Grafonola" as a result of our powerful advertising in newspapers throughout the country.

Examples of this advertising are shown at the left.

Get your share of this big Christmas business by backing up this advertising in your windows and in your store.

Use the Salesroom and Booth Hangers, the Monthly Window Display Service and the Dealer Advertising Service to turn prospects into sales.

The business is

there. You'll get it if you go after it. Let's go!

## —and turn contracts into ready CASH

Under our new Dealer Financing Plan you can convert installment contracts into cash.

If you want immediate liquid capital, simply turn over as collateral your good installment contracts which have not yet matured, and get the credit you need to expand your business. Find out from

the nearest Columbia Branch Manager, or from us direct, what the new Dealer Financing Plan means to you.



COLUMBIA GRAPHOPHONE COMPANY

New York

# Grafonola







# 1922 and Normalcy

**T**HE Talking Machine Industry will witness a return to normal conditions during 1922.

Normal Buying—Not a Buyers' Strike.  
Normal Competition—Not a Price Cutting Riot.

Normal Service—Not "Doubtful Service."

**P**REPARE for this Normalcy by bringing your department to the highest state of sales efficiency. Secure your full share of this normal business.

**W**HAT do you require in equipment?  
Quality? The Highest!  
Price? The Lowest!  
Service? The Best!

**T**HE answer is spelled in one word—of five letters:

## UNICO

*A Word from you will bring  
"Profit Building" service from us*

### UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith, *President*

58th Street and Grays Avenue, Philadelphia, Pa.

NEW YORK, N. Y.  
400 Madison Ave., 12th Fl., C. 10-8

ATLANTA, GA.  
400 Auburn Ave.

DALLAS, TEXAS  
290 Dallas Park Bldg.

CHICAGO, ILL.  
60 North Michigan Ave.

LOS ANGELES, CAL.  
274-1 W. Belmont Bldg.

DENVER, COLO.  
1341 Champa St.

SALT LAKE CITY, UTAH  
100 Main St.

*Address our nearest office TO-DAY*



# 1921—New Unico Records Accomplished

## *At Home and Abroad*



### *Our Clients Are Justifiably Proud*

"We have purchased the most complete set of Unico record counters and racks from the Unico Department, New York City. The quality is excellent."—*Mr. J. H. Smith, New York City*

"I have purchased the best looking Unico counter in the South. It looks like a piece of art."—*Mr. J. H. Smith, New York City*

"There is no doubt we are going to get the best plan."—*Mr. J. H. Smith, New York City*

### **Unico Prices are Lowest**

1922 Unico Prices—A New Low Level

Unico Demonstrating Rooms, Now ....\$149.40 upwards

Unico Record Counters, Now ..... 80.00 upwards

Unico Record Racks, Now ..... 28.80 upwards

Complete Unico Departments, Now.... 334.00 upwards

Lower prices for Unico Quality are not possible.

**Unico Prices are so guaranteed!**

### **Unico Quality**

in spite of lower prices. production.

Unico Quality—always The letters above quoted on

Unico Quality from raw materials be unfailingly maintained.

**Unico Quality**

*Resolve Now to Install The Unico System—*

## UNIT CONSTRUCTION

Rayburn Clark

58th Street and Grand

NEW YORK, N. Y.  
299 Madison Ave., Cor. 41st St.

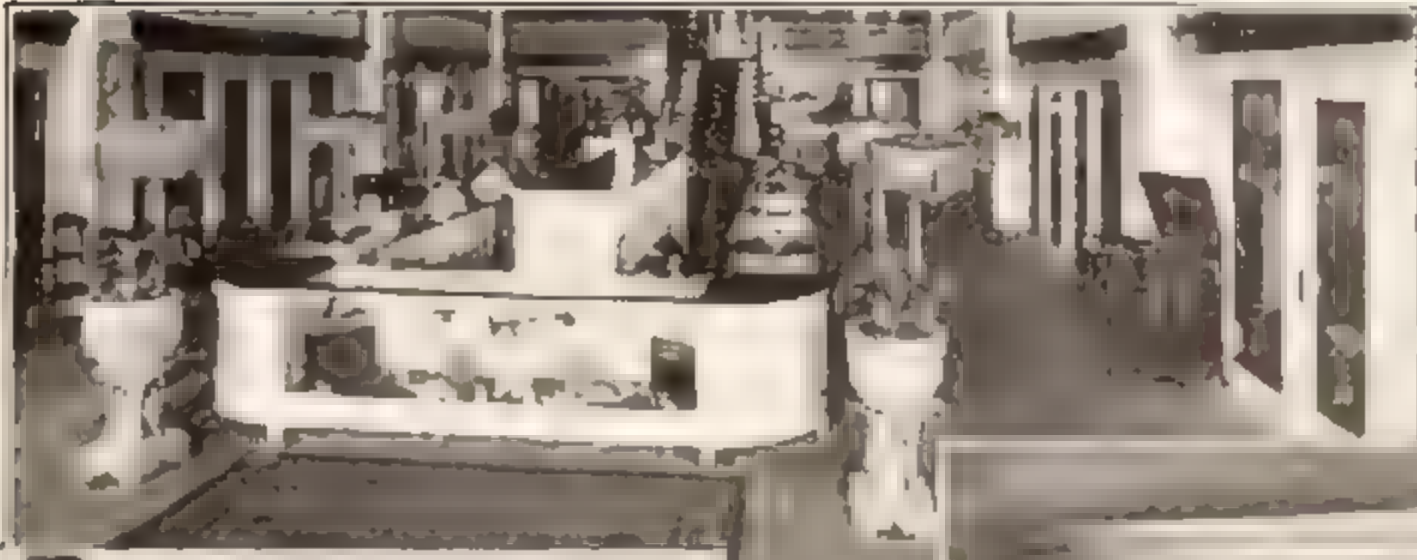
ATLANTA, GA.  
420 Avenue A

DALLAS, TEX.  
209 Dallas Park Bldg.



# 1922—New Unico Standards Established

## *For Price—Quality—Service*



### *of Their Unico Departments!*

"A remarkable store  
up to a much higher  
level than London's."

"I want to thank you for giving me what I believe  
to be the best store in Chicago." *Kenneth  
London, London, England*

"We are very proud of our department and are satis-  
fied that we have the best arranged department in  
New York City." *Wool Rich Firm Co., N. Y. City*

### **is Highest**

of delivery, increased pro-

re—is today finer than ever.  
this.

al to finished product will  
22.

### **so guaranteed!**

### **Unico Service is Unparalleled**

We have amplified our service by establishing seven  
branches at strategic points throughout the country.

These branches are under expert management, each with  
complete organizations for instant real service which leaves  
nothing to be desired.

### **Unico Service is so guaranteed!**

### **Means Increased Sales and Profits for You!**

## **TION COMPANY**

Smith, President

venue, Philadelphia, Pa.

COL. SALT LAKE CITY, UTAH  
150 Main St.

LOS ANGELES, CAL.  
274 E. W. Hellman Bldg.

CHICAGO, ILL.  
91 North Michigan Ave.



# Unico Accessories

## The Two Cabinet Stand Hits



Unico Fifty  
Dealer Price \$9.00 Each

Unico No. Fifty Portable Cabinet Stand  
for Victor Portable Model 50.

Unico 4-6 Combination Stand  
for either No. 4 or No. 6 Victrola.

Your Jobber Can Supply You All Products  
on This Page or Order Direct From Us.

*Literature on Request.*



Unico Four-Six  
Dealer Price \$4.80

## Prepare Now for the Active Record Season

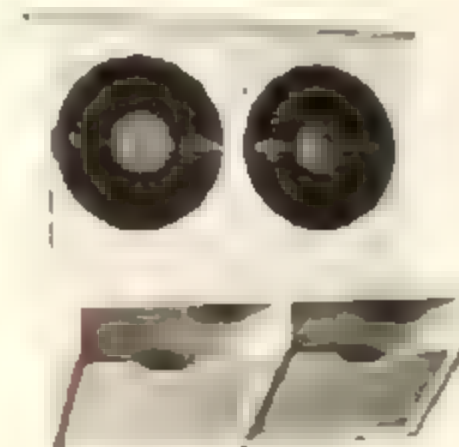
Better Sales Facilities—Better Appointments  
will increase your sales and profits.

*Get these Unico Sales Helpers!*



Unico Shelves for  
Victrola 80  
Dealer Price, \$3.00

Make it easy for your customer  
to find his records, you will sell  
more of them.

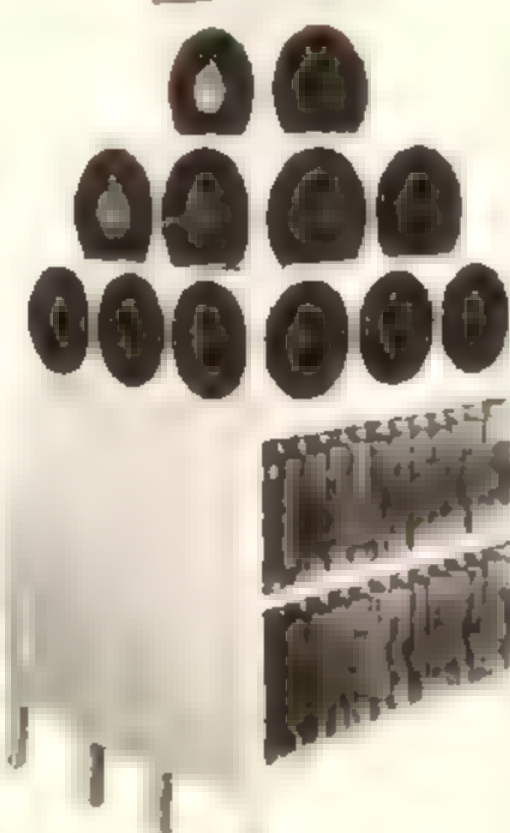


Unico Sales Stimulator  
Dealer Price, \$12.00

Three distinct purposes; used in  
place of table, Record selection  
feature, Record display feature.



Unico Lighting Unit  
Dealer Price, \$9.60 each



### Unico Self-Service Record Display

Displays 24 records on four sides. Record capacity 1,000.  
Dealer price, \$90.00. Display or rack units separate if  
desired. Other display units from \$9.60 up.



Unico Ventilating Unit  
Dealer Price \$19.20



## Good Repair Service Makes Satisfied Customers

The Unico Repair Bench for Victor Dealers.  
Price \$120.00 each.

A convenient place for each part or tool.  
Complete chart for keeping parts furnished with  
each bench. Keeps down investment in parts  
saves loss and speeds up service.



# UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH President  
PHILADELPHIA, PA.

BRANCH OFFICES  
CHICAGO  
NEW YORK  
SAN FRANCISCO



## MICA DIAPHRAGMS

*Absolutely Guaranteed Perfect*  
We get the best India Mica directly.  
We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

**American Mica Works**  
47 West St. New York

### MERCHANDISING TOPICS DISCUSSED

#### Knickerbocker Talking Machine Co.'s Dealers' Meeting Hears Plan of Moving Slow Records

The Knickerbocker Talking Machine Co., Victor wholesaler, New York City, held a very interesting and largely attended dealers' meeting at its attractive uptown quarters on Tuesday, November 15. The meeting was held in the company's auditorium and concert hall and more than fifty dealers were present. This meeting was one of others to be held during the coming month, where dealers will meet and discuss local problems in Victor merchandising.

Abram Davega, recently elected president of the company, was in charge of the proceedings and many subjects of interest to the dealer were discussed. One of these was a cleverly designed plan for moving slow-selling records. Mr. Davega is responsible for this idea, which consists of intelligently laid-out programs of Victor records that continue to become buried on the shelves due to the dealers' lack of interest or knowledge of the value. These programs can be mimeographed and sent out to the dealers' customers periodically and from them the new Victrola owner can make his purchases intelligently, so that his selection will be arranged in an interesting manner, thereby increasing his interest in Victor records. Any per-

centage of records will in all probability not purchase all these records, but in any case, at one time, but he will purchase a part of these and later on, from time to time, he will buy the rest of the program, thus saving him a considerable percentage more records. The dealers present received this idea with enthusiasm and it is expected that it will prove a success.

At 12:30 p.m. of the evening present was entertained at luncheon at the Hotel Theresa by Mr. Davega and his associates. The meeting turned to the auditorium for a matter of discussion of topics of interest. The meeting was adjourned at 4:00 p.m. and dealers went away with a feeling that much had been accomplished in their dealer's service trip.

### MATHUSHEK STORE REFURNISHED

#### Seven Talking Machine Demonstration Booths and Other Improvements Installed

New Britain, N. J., December 1.—The Mathushek Store, this city, has been entirely remodelled and redecorated and is now one of the finest stores of its kind in this vicinity. The improvements consist of seven new sound proof demonstration booths, a service counter, conveniently placed near the entrance to the store and back for holding records, records and sheet music. The entire store is now furnished in mahogany and white. J. H. Hager, manager, states that business has been unusually good during the past month and indicates a point to a bright future. Among the new records, records in stock and in display are:

### DEVOTED TO WINDOW DISPLAYS

Following are listed and many more ideas it will be found in the Merchandise Display Magazine, the object of which is to show window displays, to be published by E. J. V. Dorch, the well-known trade journal writer of Successful Sales, N. Y. The magazine will be out early in January, 1922.

### DEMAND FOR THE PERIOD STYLES

#### Los Angeles Examiner Devotes Interesting Illustrated Article to the Present Demand for Elaborate Music Room Equipment

Not a page of a recent issue of the Los Angeles Examiner is devoted to the present demand for the period styles of talking machine equipment. The article is a long and interesting one, and is illustrated with many photographs of the most elaborate music room equipment. The article is a long and interesting one, and is illustrated with many photographs of the most elaborate music room equipment. The article is a long and interesting one, and is illustrated with many photographs of the most elaborate music room equipment.

### FINDS IMPROVEMENT IN SOUTH

#### Change in Cotton Situation Has Saved the Business in That Section, Declares Ray

Oscar W. Ray, manager of the wholesale Vocalion record department of the Victor Co., returned recently from an extended tour through the South and brought back some good reports from that section. The cotton situation has saved business in the South, declares Mr. Ray, but the business men of that section are not experiencing any boom. At the present time they are building business on a sound and conservative basis, and show a tendency to take only such lines as promise safety and profit.

### VOCOGRAPH CO. INCORPORATED

The Vocograph Co., of Manhattan, was incorporated at Albany recently with a capital stock of \$200,000 for the purpose of manufacturing and selling phonographs. Those interested are J. B. Salwen, L. Levinson, I. N. Glas, attorney A. Salaputo, 261 Broadway, New York.

# WHY NOT THE BEST?

The old established fact that the Best is the Cheapest is particularly true of Talking Machine Needles.

Always Insist on Getting

# DE LUXE NEEDLES

and you won't be disappointed.

## DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles  
ANSONIA, CONN.

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS



Full Tone



Medium Tone

Three for 30 cents (40 cents in Canada)



## LOUIS BUEHN'S TALK TO NEW JERSEY DEALERS

Important Meeting and Luncheon of the Victor Retailers of New Jersey Attended by Prominent Distributors and Dealers in Newark

Newark, N. J., December 14.—An important meeting and luncheon of the Victor retailers of New Jersey was held on Tuesday, December 14, at the Hotel Trenton House, Newark, N. J. The meeting was well attended by dealers from all parts of the State, even from as far distant points as Woodbury, N. J., which is only eight miles out of Philadelphia.

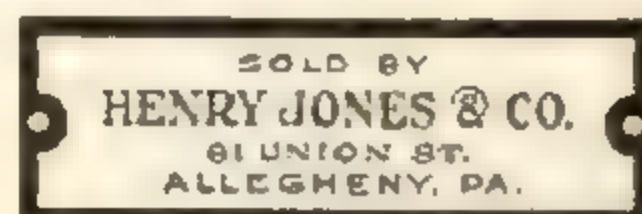
At the luncheon, which was given by the speaker of the day, was introduced Louis Buehn, president of the Louis Buehn Co., Victor distributor of Philadelphia, Pa. Mr. Buehn spoke fearfully and interestingly on the subject of selling his records on the outside and in this regard the importance of the place of being successful. The points brought out were practical rather than theoretical and were illustrated from actual experiences of various dealers. Mr. Buehn also stated that the aim of his presentation was based upon a discussion of the up-to-date methods of the Victor staff in the Louis Buehn Co. It was the speaker's intention that while the buying of prospects might be solely entrusted to a professional canvasser, yet the selling of the records should be handled by a dealer. In this connection, he gave a number of suggestions for the preparation of a prospect list. Mr. Buehn related to an example of his record company, the Louis Buehn Co., and suggested the list be compiled from a number of sources, including tax lists and particularly the published lists of marriage licenses. This latter class, he declared, would possibly prove the most likely prospect. The subject of value of a prospect, straight commission and bonus and value for the canvasser and salesman were discussed. That outside solicitation pays was proved in an instance cited by Mr. Buehn, in which a dealer found that 45 per cent of his monthly business was developed through outside work. Mr. Buehn recommended that if a Victrola was placed in a home it should not be allowed to remain there more than two or three days and pay as his reason the advantage of quick action and also as a means of increasing the sale of records upon the outside. In selling talking ma-

## ETCHED METAL NAME-PLATES

FOR MANUFACTURERS AND DEALERS



Write for prices  
stating quantity  
desired



EVERLASTING

NEAT IN APPEARANCE

ELECTRO-CHEMICAL ENGRAVING CO., Inc., 52 Vanderbilt Avenue, New York, N. Y.

chines in rural districts the use of a large truck with a number of instruments and a supply of records was recommended as the best way. He stated that a number of their dealers in central Pennsylvania were doing considerable business in this manner.

Mr. Buehn also touched on the selling of records and on this subject recommended that in



Louis Buehn

canvassing for record sales, the dealer should be based upon the securing of regular monthly purchases of records rather than the immediate sale. It was the speaker's idea that during the progress of the sale, the dealer should follow up the dealer's headquarters and urged that the dealer, even though the sale is consummated personally, call upon the customer, and declared that fast

as the Victor distributor keeps in touch with his dealers and knows their preferences through meeting them face to face, so should the dealer know his customers intimately through visiting their homes.

Mr. Buehn was given a rising vote of thanks and after his address the meeting was thrown open for general discussion. The entertainment of the day was furnished by the Broadway Music Corp. under the direction of S. Ross and several of its artists present featured four of the popular hits entitled "Happy Dan," "Weep No More, My Mammy," "June Moon" and "If You Only Know."

The meeting was well attended, not only by New Jersey dealers but by representatives of the various near-by Victor distributors. Among the distributors present were: Louis Buehn, president of the Louis Buehn Co., Philadelphia, Pa.; J. W. Collings and J. L. Spillane, of Collings & Co., Newark, N. J.; J. Newman Blackman, president of the Blackman Talking Machine Co., New York City; Thomas E. Green, president of Silas B. Pearsall & Co., New York City; Clarence Price, vice-president and general manager of Ormes, Inc., New York City.

## FUNERAL ADDRESS BY PHONOGRAPH

Music Supplied Also at Burial Service Conducted in Alaska—Requested by Deceased

Alaska, Alaska, December 8.—A burial service with the music and sermon on a talking machine was conducted at a railroad camp 380 miles inland last week.

Ellis Denley, a popular track layer, was fatally injured and left a dying request that he be buried in the grade of the new Alaska railroad and for his obsequies W. J. Bryan's "Prince of Peace" record at the camp bunk house be used.

The man's desire was complied with by his friends, and the services were uplifting and largely attended. The trading freeman took charge of the funeral and read some scripture followed by sacred music by several of the world's greatest artists on the talking machine then part of the famous lecture.

## SOME EFFECTIVE ADVERTISING

Plant-Cadden Co., of Norwich and New London, Conn., Features Victor Line in Big Way

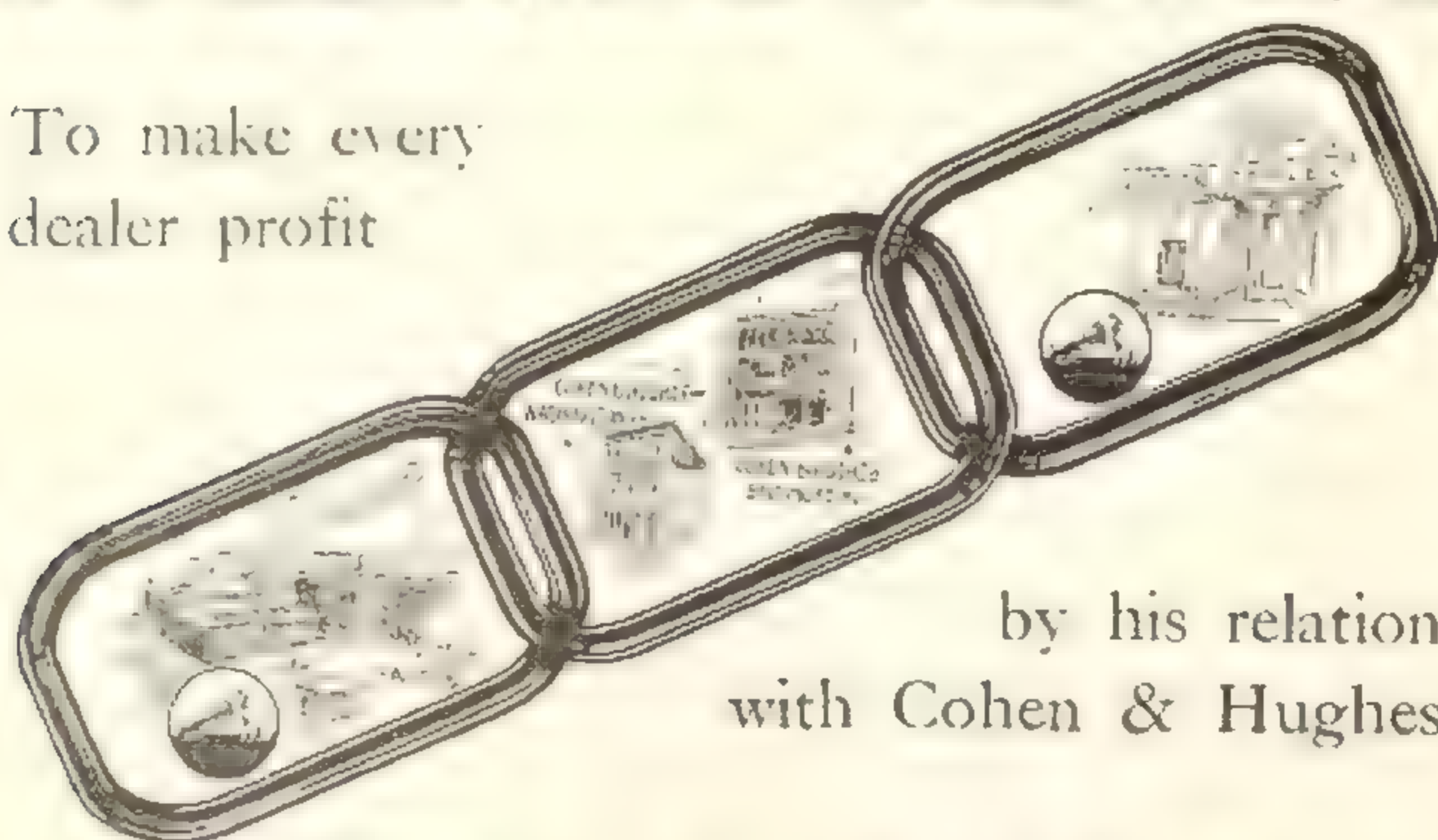
The Plant-Cadden Co., which operates successful Victor departments in its two stores in Norwich and New London, Conn., has been carrying some particularly interesting and original advertising in the local newspapers of those cities featuring the Victrola and Victor records. One of the effective pieces of advertising couples up the Plant-Cadden name with the Victor trade mark in the lid of the machine, while others serve to call attention to the new record hits in no uncertain manner. A special piece of copy featuring the song "Ma!" simply could not be ignored.

It does not so much matter what a man knows but rather what he does. The world measures a man by what he accomplishes, and sets its seal of approval upon those who succeed. The world does not inquire into the process, it notes the result, not the road he travels, but the goal he reaches.

# "RESOLUTION"

To Our Customers We Owe All—To Them We Give All

To make every  
dealer profit



by his relation  
with Cohen & Hughes

# COHEN & HUGHES

Wholesale Exclusively

BALTIMORE

WASHINGTON



# MOTROLA

## The NEW

with  
Universal Motor \$19<sup>50</sup>  
Retail Price

A saving of \$10.50 from the former  
price, \$30.00

The *New Motrola* does not replace the spring motor or change any part of the talking machine or phonograph, except winding arrangement, and is quickly and easily attached to any and every make instrument where the old-style crank handle comes out.

It is a universal motor operating on all electric currents 105 to 125 volts. Special types are made for 32 volt farm lighting current and 200 to 250 volts.

Through our new method of distribution all dealers are now assured of prompt and efficient service from our local jobbers. Don't delay. Write your nearest distributor today for full details and trade discounts on this wonderful proposition:

Distributors for State of Illinois  
RUDOLPH WURLITZER CO.,  
Chicago

BRUNSWICK-BALKE-COLLENDER CO.,  
Chicago

COLE & DUNAS MUSIC CO.,  
Chicago

M. A. WEYMAN & SON,  
Philadelphia, Pa.  
Exclusive distributor for Eastern Pennsylvania, South-  
ern New Jersey and Northern Delaware

GUERN PHONOGRAPH CO.,  
Pittsburgh, Pa.  
Exclusive distributor for Western Pennsylvania, East-  
ern Ohio and Western Dealers in West Virginia

MOTROLA SALES CO. OF NORTHERN OHIO,  
1101 E. 9th St., Cleveland, Ohio  
Exclusive distributor for Northern Ohio

Distributors for Greater New York  
CHARLES H. DYSON & CO.,  
New York City

SILAS E. PEARSON CO.,  
New York City

BLACKMAN TALKING MACHINE CO.,  
New York City

CABINET & ACCESSORIES CO.,  
New York City

KNICKERBOCKER TALKING MACHINE CO.,  
New York City

GREATER CITY PHONOGRAPH CO.,  
New York City

INTERSTATE SALES CO.,  
Milwaukee, Wis.

SADGER TALKING MACHINE CO.,  
Milwaukee, Wis.  
Exclusive distributor for Wisconsin

KRAFT, BATES & SPENCER,  
Boston, Mass.  
Exclusive distributors for New England States

COHEN & HUGHES,  
Baltimore, Md. and Washington, D. C.  
Exclusive distributors for Maryland, District of  
Columbia, Virginia, North Carolina, Southern Dela-  
ware and West Virginia

RUFFALO TALKING MACHINE CO.,  
Buffalo, N. Y.  
Exclusive distributor for Western New York

STEWART TALKING MACHINE CO.,  
Indianapolis, Ind.  
Exclusive distributor for Indiana

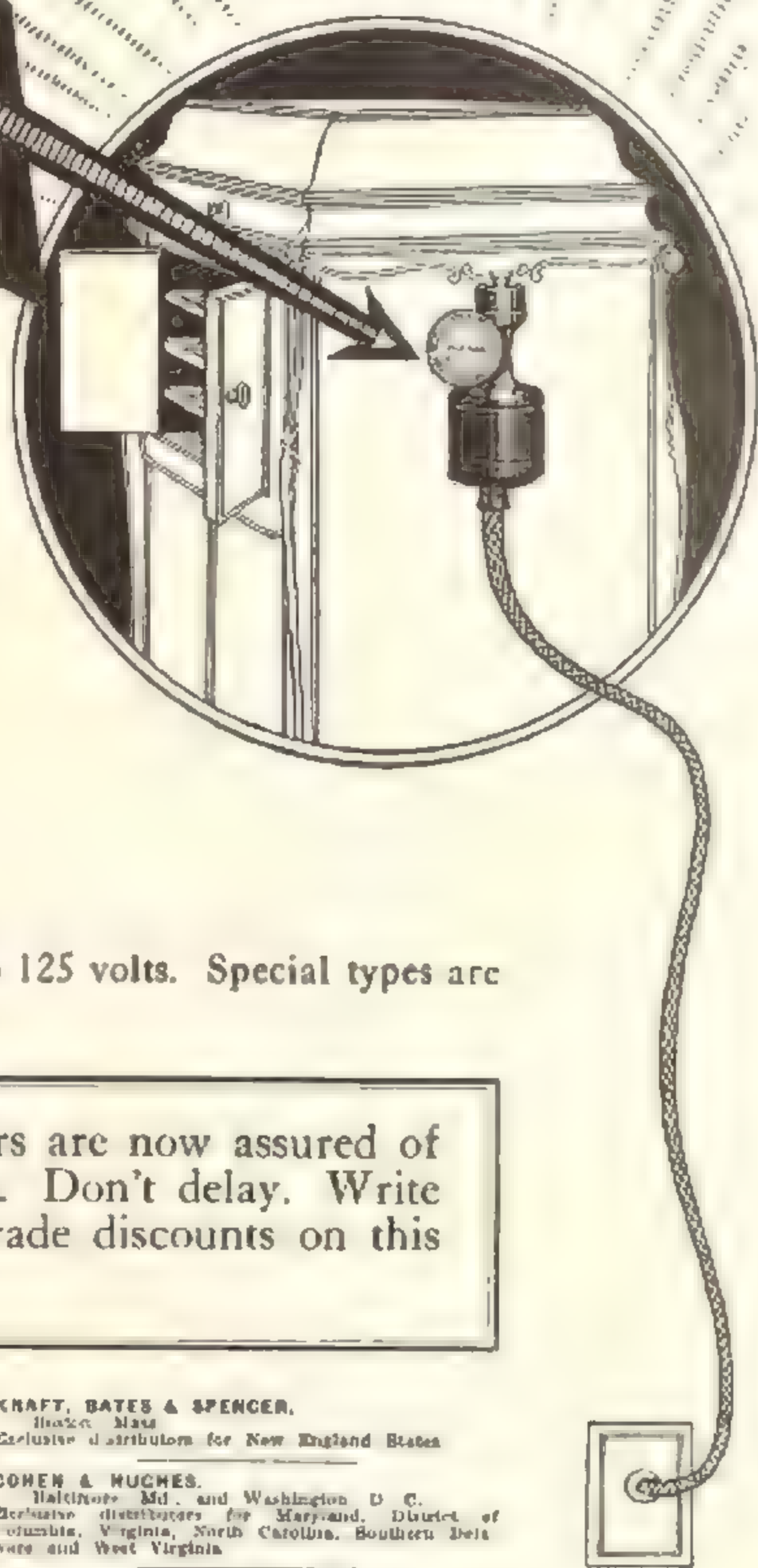
PERRY D. WHITSIT CO.,  
Columbus, Ohio  
Exclusive distributor for Central Ohio

LOUIS A. SCHWARZ, exclusive factory representative for the  
United States and Canada

## JONES-MOTROLA, Inc.

29 West 35th Street

New York City







**"Shipmates o' Mine" and "Five and Twenty Sailormen" are famous old deep-sea chanteys sung with splendid spirit by the famous baritone, Louis Graveure. Lovers of concert music will buy this record liberally. A-3492.**

**Columbia Graphophone Co.  
NEW YORK**

### GRANBY QUAKER CITY DEALER

**How S. Steinbrecher Has Developed a Very Successful Business in Philadelphia**

Philadelphia, Pa., December 15.—S. Steinbrecher, 1850-52 54 Ridge Avenue, is the only Quaker City dealer and in the nation for the Columbia Graphophone. Some time ago Mr. Steinbrecher had a building in the



**S. Steinbrecher's Attractive New Home**

Granby, Pa., and in the same building he has the Granby headquarters for the Philadelphia Quaker City. The store is located on a corner and 100 cars pass every hour so that this store is a place which has a prominent place in the heart of the building gets wide publicity. When Mr. Steinbrecher started his business he was in a small way, but now he has developed the principles of his business and has expanded it to its present very satisfactory position. The

business today requires the use of several trucks. The business today is growing his store and he is actually waiting to see the necessity for larger quarters.

### OWEN PLANS ROCKRIDGE STORE

**Second Garrett Owen Music Store Soon to Open—Singers to Entertain at Opening**

Rockridge, Pa., December 15.—Plans are now being made for the opening of a new music store at Rockridge, Pa., by Garrett Owen. The new store, which will feature various types of the best known talking machines, will be located at the corner of Main and Market streets. The new location will soon be opened and the first opening will be held on Saturday, December 18, at 10 o'clock. The following list of singers will know the contract to play: Philip, Boston, and Thomas George, and will entertain those present.

### BACH CO. MADE BRUNSWICK AGENT

Philadelphia, Pa., December 15.—The Bach Music Company, Inc., has been made agent for the Brunswick Phonograph and will have the exclusive right of these machines in Rochester and vicinity. The Bach Music Company is the only agent in the city for the Brunswick Phonograph and will have the exclusive right of these machines in Rochester and vicinity. The Bach Music Company is the only agent in the city for the Brunswick Phonograph and will have the exclusive right of these machines in Rochester and vicinity.

### A \$300,000 CAPITALIZATION

The Bach Music Company, Inc., has been in business for some time in the State of Delaware with a capital of \$300,000 for the purpose of manufacturing records.

The Bach Music Company is a thing that marks a success or a failure. Many a fellow has been out at the eleventh hour just because he didn't have the right thing.

### PHONOGRAPH AS A VOICE CRITIC

**Miss Barbara Maurel, Exclusive Columbia Star, Emphasizes the Value of the Phonograph as an Aid to the Student of Singing**

Miss Barbara Maurel, well known mezzo soprano, who records exclusively for the Columbia



**Miss Barbara Maurel**

Graphophone Co. recently gave an interesting interview to the newspapers regarding the value

# The Needle of The Century

## A Near Permanent Needle

### A CACTUS NEEDLE THAT SELLS ITSELF

Produces clear, natural tones; eliminates surface noise; brings out all subtle details of the music and preserves the records.

Needles can be repointed on sharpener enclosed in package, so that each needle will play an indefinite number of records.



### ATTRACTIVE INDUCEMENTS MADE TO JOBBERS

For Samples and Particulars Write to

**THE PERMO COMPANY  
4215 TERRACE ST.,  
OAKLAND, CALIFORNIA**



of the photograph as a voice critic. Miss Maurel, who has attained exceptional success on the concert stage, is keenly enthusiastic as to the educational value of the photograph, and her interview in part reads as follows:

"Not only did I learn through listening to my own records what mistakes I was making in matters of diction and phrasing—details which are extremely hard for the average singer to judge in his own work—but I also learned much about the quality and evenness of the tone I was producing. The instrument is a most terrifying to a singer, so inevitably does it record every deviation from the perfect and then hold these deviations.

In some respects it is more useful than a teacher, for no matter how intelligent a teacher may be nor how retentive his memory, he cannot be depended upon to notice every mistake, nor, if he notices it, to hold the memory when the singer has completed the song in question. The teacher has only one recourse—to stop the student whenever he makes a mistake. It can be readily appreciated that in doing so he is bound to break the full interpretative line and sometimes even to reduce the singer's delivery of a song to a mere succession of technical phrases.

"But in the case of the phonograph the singer will sing an entire song, and then at his leisure can examine the effect, can take up the individual mistakes one by one and rectify them, retaining at the same time the satisfaction that comes from the interpretation of a complete musical unit."

## A TALKING MACHINE DAVENPORT

## Electrically Operated Instrument Provides Music and Comfort at One Sitting

One of the most interesting of the new wired pieces of furniture is a day-bed, in the arm of which has been set a small compact electric talking machine. The day-bed itself is massive and has huge wide arms. The rest arm is utilized to conceal the instrument, and a cabinet for storing records is set in the right one, so that it is possible to sit curled up in a corner of the couch and play the machine at will without one getting up.

The motor of the machine itself is said to operate noiselessly on either current, and it has an electrically operated automatic stop, as well as a small electric light to illuminate the records for starting the machine. The arm of the device, pivot itself is also the lid, and this will remain stationary in any position the player wants, or close with a slight downward pressure, to suit the player's whim.

## VOCALION CHRISTMAS BULLETIN

December Record Supplement Is Particularly Interesting—Special Lists of Christmas Music Featured in Folder and Hanger

The December *Vocalion* record bulletin, just issued by the Vocalion Co., is one of the most attractive and interesting so far gotten out by that company. In the bulletin are listed several records particularly suited to the Christmas season and in addition a well-balanced list of all classes of records, accompanied by unusual portraits of various Vocalion artists. The title page of the folder bears a typical old time Yuletide scene that is most appropriate.

In addition to the regular album, there has been prepared for the holiday trade a special folder of Christmas and sacred selections, together with an attractive hanger featuring the same numbers.

In developing prospect-interest it should be borne in mind that there is a big difference between "attention" and "interest." Interest must be aroused before a sale can be closed. As a writer in *The Wanderer* points out, "A sale-man can build a prospect-interest only through prospect-attention secured by means of personal calls."

## BAND MUSIC BY WIRELESS PHONE

Distinguished French Expert Talks Across Six  
Hundred Miles of Sea—Ship's Band Heard  
Two Hundred Miles Away—The World Moves

Emile F. Fournier, president of the French Wireless Telegraph & Telephone Company, who is in New York recently on his way to the Arms Conference in Washington, said that during his trip on the French coast "he has conducted experiments proving the practical utility of the wireless telegraph."

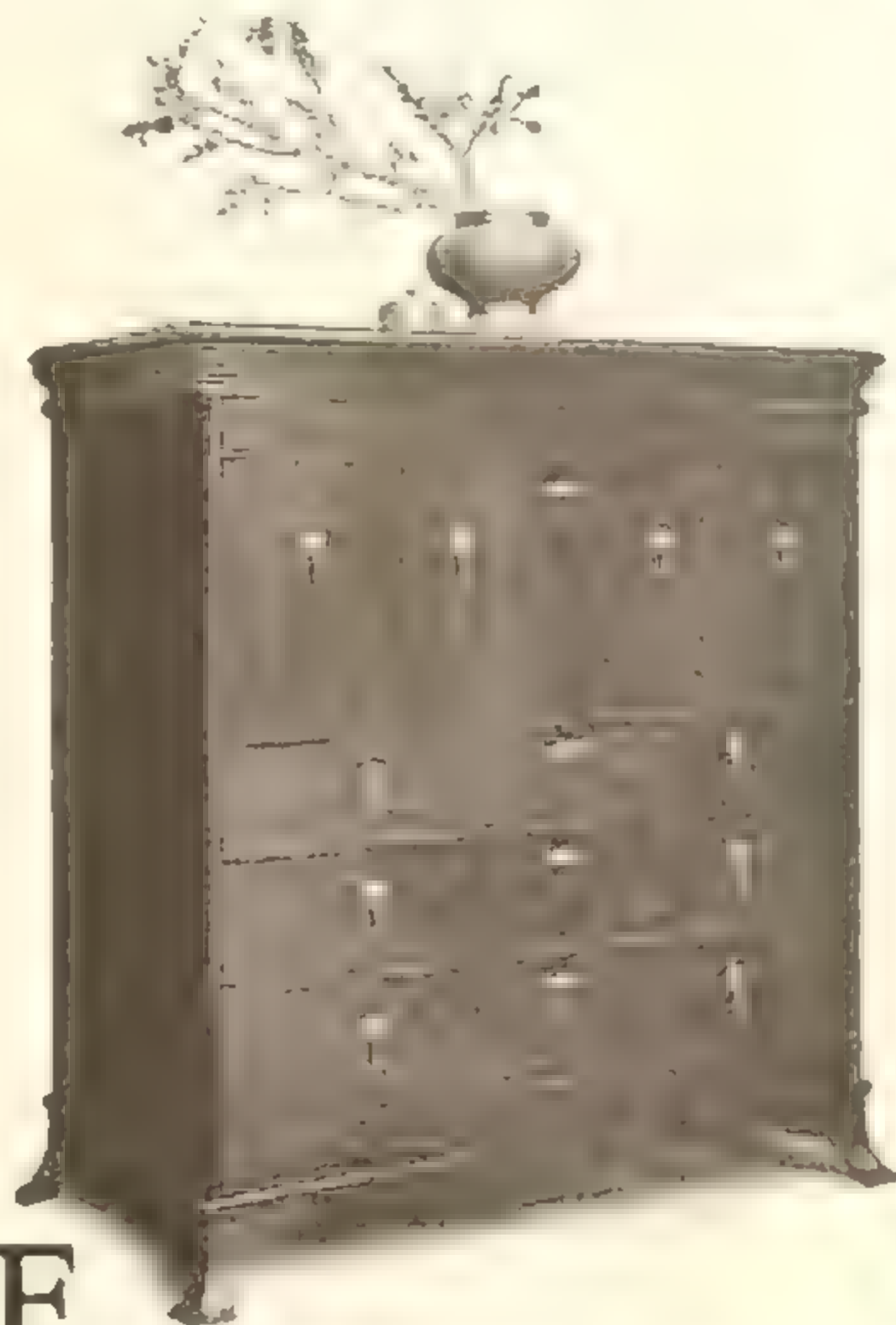
"This means it can illuminate a house for years technically," Mr. Gruber said, and that it is only now that we have real practical tests. On this voyage from Hawaii we cruised with shore stations and each other's steamships over a distance of 600 miles with power not exceeding that required to light an ordinary 25 candlepower electric lamp.

"Passengers on the American steamer 'Tan-  
n' the State' heard the explosion of the  
torpedo on the 'Paoli' but none was able to

## SALES HELPS FOR VICTOR DEALERS

The authors are grateful to the referees for their valuable comments and suggestions which have improved the manuscript.

As the number of categories of a variable increases, the number of variables increases. In a list of variables, a variable is said to be binary when the frequency series has only two values. The value of frequency for other



"The Instrument  
with the  
Hidden Thread"

# THE CONCORD

# THE MANOPHONE CORPORATION

**4 West 40th Street  
New York**

MAKERS

Adrian  
Michigan



# What are your plans for Christmas?

THE holiday season is golden for the dealer whose phonograph line is adequate, whose stock is complete, and whose selling franchise is right. It will be a memorable year for Dalion dealers—with every indication of a whirlwind finish.



This truly meritorious phonograph is offered in a wide range of size, price and style. Cabinet work of uncommon beauty. Mechanically, none is better. It sells because it is absolutely a *value leader*. With as many exclusive features as any!

If you look *further than the product* in making a connection with manufacturers, Dalion factory and sales department policies will clinch the decision.

Dalion Model 40 is a veritable jewel among phonographs. It offers you a leader which will change the preconceived notions of any prospect. Featured as gift model.

There is still time to fall in with the Dalion instruments for the Christmas Season. By so doing, you might double—yes, triple—any sales volume possible with a less interesting proposition to your public. Correspondence invited.



Milwaukee Talking Machine Mfg. Co.

MILWAUKEE, WIS.



# Some Sales Stunts of Prominent Dealers that Merit Special Commendation :: W. B. Stoddard

An excellent idea for calling attention to its talking machines and records has been devised by the Hennessy Music Co., Batte, Mont. Under the direction of Maurice Fennis, head of the Victrola department, it arranged a series of five Saturday morning concerts, from 10 to 11:15. At the first of these concerts fifteen selections, chosen from a wide range of composers, were played. The name of the composer and a brief analysis of the composition were given before each was played. At the second concert a week later fifteen more compositions were played, also with the composer's name and résumé of the pieces. On the following two Saturdays these thirty records were repeated, with only the name of the composer given. On the last Saturday morning the entire thirty were played, with no reference to the composer. On this occasion substantial prizes were given to the persons identifying the largest number of records. The contest was open to any pupil above the sixth grade and included all high school students. In order to become eligible the entrant had to register at the Victrola department two days before the first concert and attend all of the concerts, unless some valid excuse was given. The contest excited much interest, and the papers and the school board both gave it encouragement.

## Making an Appeal to the Children

The Rudolph Wurlitzer Co., Cincinnati, recently had a very effective window which suggested to a number of parents the great saving that could be effected by buying a popular-priced talking machine for the children. The display showed a small boy placing a record on a machine, and beside him was a card:

Little Tommy Trefenow lives in the house. His mother says him can't give her pocket money. Love the mother that own Victrola give her the machine. A machine by that grows pocket money. A N. 4 Victrola, with 5 records, Victor records \$10.10.

## Linking Talking Machines With the Movies

The wise music dealer takes advantage of every timely event to increase his sales, and one of the best plans along this line was recently adopted by a group of leading merchants of Helena, Mont., and advertised by an astute newspaper editor. A movie film—"The Old Nest," which had attained considerable national popularity, was scheduled to appear at one of the local theatres. As it dealt with a mother and children in the home it was deemed a good subject for exploitation, so a full page was taken in the newspaper. In the center in bold letters was placed "The Old Nest," together with a picture from the play and a brief résumé of the

story. Forming a border all around were ads of the different merchants, each of whom listed up his lines with the title of the play. I. A. Taylor & Co. in their ad said: "What can make the old nest more pleasant than a phonograph? It brings sunshine into the home."

## How to Give a Concert in Your Own Home

During the Autumn an octet of male singers who record for one of the talking machine companies have been making a tour of the larger cities, singing in person the melodies that have made them famous in record land. It is not done as an ad, as the artists charge a good stiff price of admission to their concerts and distribute their programs all over the surrounding towns. The Parks Music House, of Louisiana, Mo., was quick to see the advertising possibilities in playing up this concert, so it had printed copies of its program and sent it to each of the names on its record list with a short letter:

Dear Sir: Mr. M. I have the honor to inform you of the concert given by the Famous Victor Artists at St. Louis, Mo. You will note the price of your record is 10¢. Would you like to see this concert? If you come to our store on the evening of the 14th and take some ground out your money will be back in your own hands. Please call on us and see the record on the talking machine. Come and hear your friends and enjoy an evening of entertaining music.

There was a large crowd assembled on the evening in question, and the entire concert program was rendered as had been announced. At the conclusion the manager made a little speech and told the audience how they could have a concert like this any time they desired by merely purchasing the records of these singers, and the artists would respond to as many encores as desired by placing the record upon the machine.

## Calling Attention to New Records

The Columbia Gramophone Shop, of San Diego, Cal., has an excellent method of calling attention to the new records that are released each month. The air is so balmy in this Southwestern town that people stroll the streets in December as freely as in May. As soon as the new records have arrived the Columbia Shop places a machine at the entrance of the store and promptly at eight o'clock it is set in motion and all of the records just received are played. The name of each record is placed in a double groove affixed to the side of the machine and remains there all the time that particular air is being rendered. Inside the store blanks are handed out to all who ask for them, and on these the contestant writes his name and address and his estimate of the three that will prove the most popular. For the one who estimates correctly all three of the records a prize of \$25 is offered; to the one guessing two out of three \$10, and to

the possessor of one correct guess \$5. The prizes are given to the person who guesses correctly, and the records are distributed at a special price when it is found that a record has been purchased. The contest is a very successful one, and the records are sold at a special price. The contest is a very successful one, and the records are sold at a special price.

## AN EFFECTIVE BONUS PLAN

Prize Money Plan Put Into Effect Among Edison Employees Is Described in Detail by Vice-president William Maxwell in System

A bonus plan, comprised of prize money, was put into effect in the Edison Phonograph Division System by William Maxwell, vice-president of Thomas A. Edison, Inc. The plan was put into effect in the Edison Phonograph Division System by William Maxwell, vice-president of Thomas A. Edison, Inc. The plan was put into effect in the Edison Phonograph Division System by William Maxwell, vice-president of Thomas A. Edison, Inc.

The plan is described as follows: Each selected employee is provided with a score card on which is listed the time record and record quality during assigned to sections of these departments. Under the plan, the employees, complete accuracy of thought and action, with a bonus of \$100.00 for each quarter. The employees are divided by means of a merit system. The employee, for the prize award was based on the list of amounts received. Extra money was also paid for quality and security of records at the expiration of a six-month period, suitable to prize money capitalizing 25 per cent and 15 per cent of his salary respectively.

## VICTOR CO. SPEEDS PRODUCTION

CAMDEN, N. J., December 2.—The approaching holidays have been very keenly felt at the factory of the Victor Talking Machine Co. here. For the past five or six years the demand for Victor products has been stimulated to such a degree that the company, for a time, has been steadily increased to provide for more rapid production. More than 1,000 additional workers have been added to the Victor factory, bringing the total number employed up to approximately 10,000.

WHOLESALE



DISTRIBUTOR

WHERE Service to Victor Dealers is Backed by Long. First-hand Experience in the Field of Distribution.

EMANUEL BLOUT

VICTOR EXCLUSIVELY

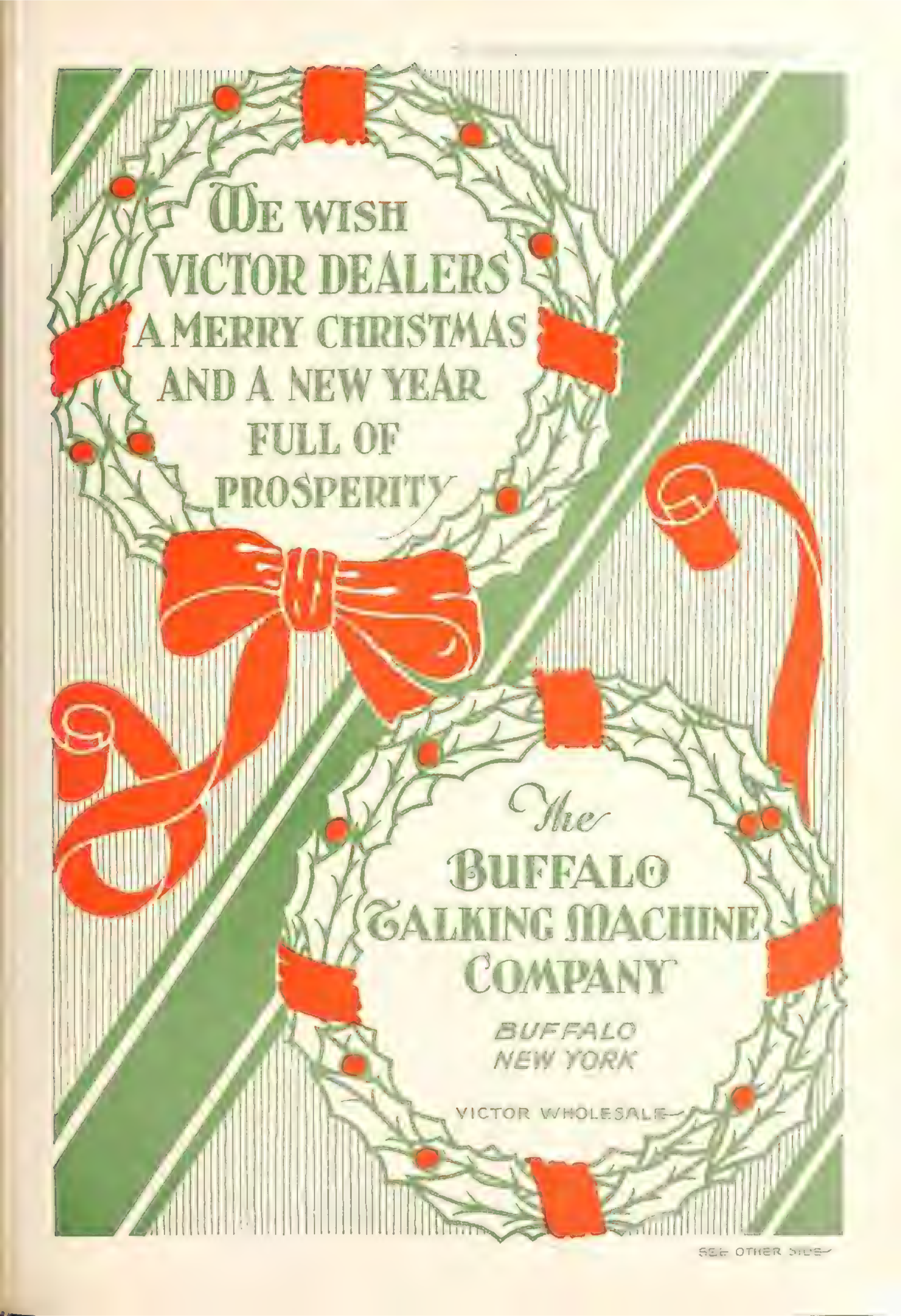
2799 BROADWAY, at 108th Street,

NEW YORK









WE WISH  
VICTOR DEALERS  
A MERRY CHRISTMAS  
AND A NEW YEAR  
FULL OF  
PROSPERITY

*The*  
**BUFFALO  
TALKING MACHINE  
COMPANY**

BUFFALO  
NEW YORK

VICTOR WHOLESALE



# MOTROLA

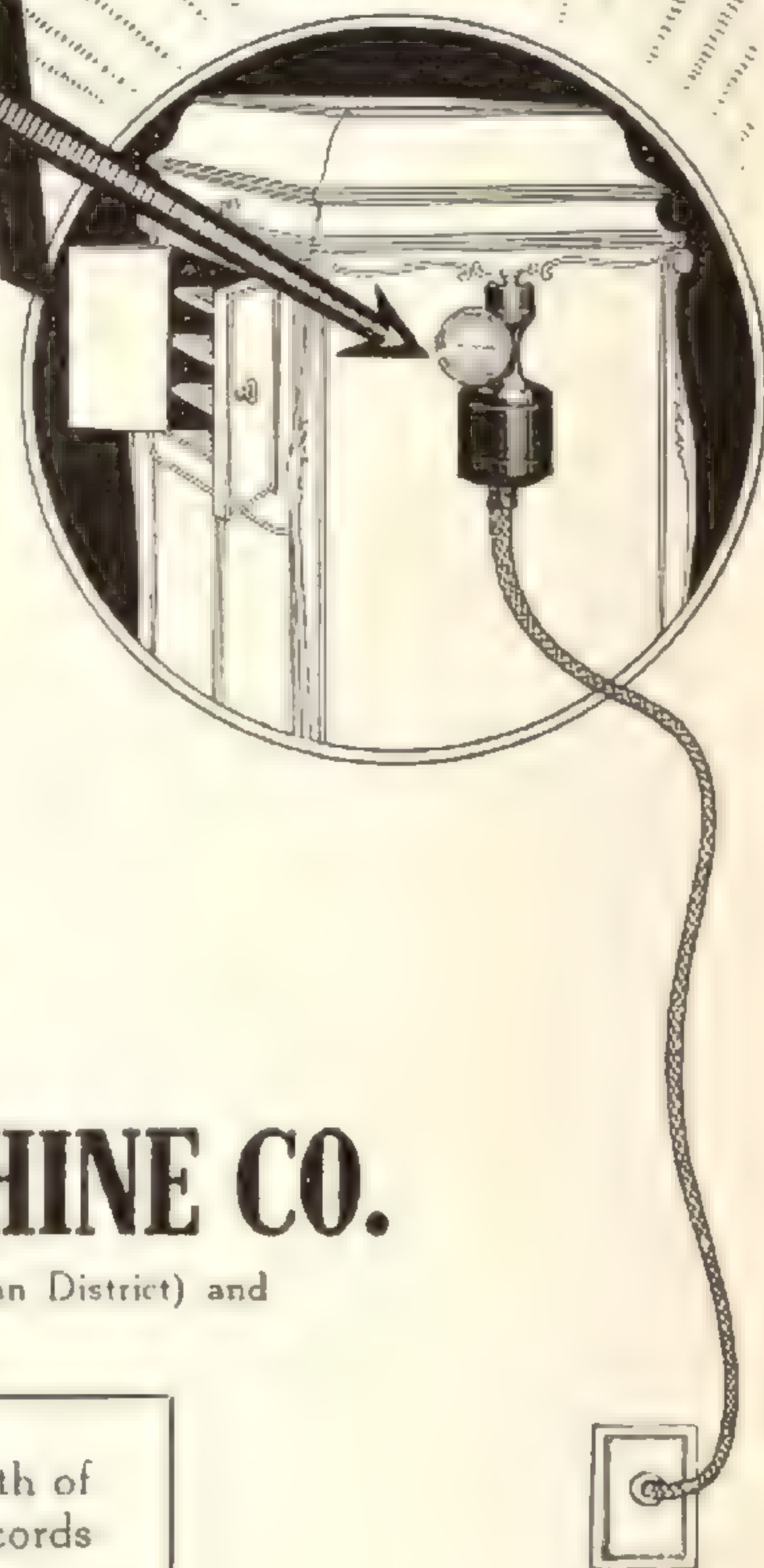
## The NEW

With Universal Motor **\$19.50**  
Retail Price

A saving of \$10.50 from the former price, \$30.00

THE New Motrola does not replace the spring motor or change any part of the talking machine or phonograph, except winding arrangement, and is quickly and easily attached to any and every make instrument where the old-style crank handle comes out.

It is a universal motor operating on all electric currents 105 to 125 volts. Special types are made for 32 volt farm lighting current and 200 to 250 volts.



Now Sold Exclusively by  
The  
**BUFFALO TALKING MACHINE CO.**

IN THE STATE OF NEW YORK (Except in the Metropolitan District) and  
IN NORTHWESTERN PENNSYLVANIA

It is much **easier** to sell than \$19.50 worth of  
Records and makes it much easier to **sell** Records  
and sells **more** records.

*Telegraph an Order for Your Holiday Supply*




**BUFFALO TALKING MACHINE CO.**

VICTOR DISTRIBUTORS

"Every Motrola sold by us is guaranteed by us"

BUFFALO, N. Y.






**IROQUOIS**

**IROQUOIS SALES CORPORATION**  
BUFFALO, N. Y.

**Wholesale Distributors**



**OKeh Records**

**SOME RECENT GRANBY ACTIVITIES**

**Connelly Doing Good Work in South—J. G. Widener a Visitor—Harry Coplan Covering Many Points in the South**

New York, N.Y., December 1.—Recent activities in the Granby organization have been numerous. Fred W. Connelly, of the sales staff, who is at present in North Carolina doing special work for the company, is a veritable "some body" and has been using his ability to increase his sales. He has already taken part in several church convocations in the larger cities of North Carolina, singing to the accompaniment of the Granby phonograph.

J. G. Widener, president of Widener's Inc., distributor of the Granby phonograph, recently spent several days in the state of Virginia on a touring expedition.

The Granby Corp. announces the appointment of Austin L. Fodham to cover eastern Pennsylvania.

Harry Coplan, Granby sales manager, is continuing to cover a large part of the country in a short space of time. He recently spent two weeks in North Carolina, attended a business exposition in New York, covered Philadelphia and was last reported in Pittsburgh making a personal investigation of trade conditions in that city.

Dorothy W. Ferrer, private secretary to H. H. Schmuckert, general manager of the Granby Phonograph Corp., recently returned from Kansas City, where she helped represent Virginia at the recent convention of the American Legion.

**SOLVE DOMESTIC HELP PROBLEM**

The much-discussed servant question is at last on its way to being solved. Those who study the complexities of the domestic business will admit that it is possible for a domestic to have the talking machine "charge" all of which was used to advantage by the suburban housewife.

"I advertised in the paper," she said to a reporter of The Sun, "that I supplied a small talking machine for the exclusive use of the maid. I also promised to get her four new records a month. This was over a year ago and I've had her ever since."

Business in a man may be roughly described as the ability to foresee the possibilities of the future, the intelligence to formulate plans for turning such foresight to advantage, and the capacity and resourcefulness to push them through to a successful conclusion.

**FILLING ALL WIRE ORDERS**

**Max Willinger Optimistic Over Conditions in Middle West—Discusses the Situation**

Max Willinger, president, treasurer and general manager of the New York Alarm & Card Co., New York City, recently returned from a trip throughout the Middle West which disclosed healthy conditions throughout the trade in general. The talking machine business was in an auspicious manner and general optimism was expressed regarding the coming year. Mr. Willinger reports that dealers' stocks at the present time are at a very low point and that orders for 'New Era' albums are invariably quick and sure by wire. Mr. Willinger also pointed to the situation some time back and kept with the New York and Chicago plants, only accumulating stock. Therefore, at the present season, in which orders the company has been able to meet in moderate deliveries, in such orders received.

No man can do right for his employer or for his country and escape the shadow of sin.

**MAY ABANDON VALUATION PLAN**

**American Valuation Plan May Be Dropped in Favor of Another Program of More Merit Say Washington Officials—New Plan Ready Soon**

Washington, D.C., December 1.—The American Valuation Plan, which has been in effect since 1926, may be abandoned in favor of another program of more merit, say Washington officials. A new plan is ready soon. The plan is a result of a study made by the War Relocation Authority, which is a part of the War Relocation Authority. The plan is a result of a study made by the War Relocation Authority, which is a part of the War Relocation Authority. The plan is a result of a study made by the War Relocation Authority, which is a part of the War Relocation Authority.

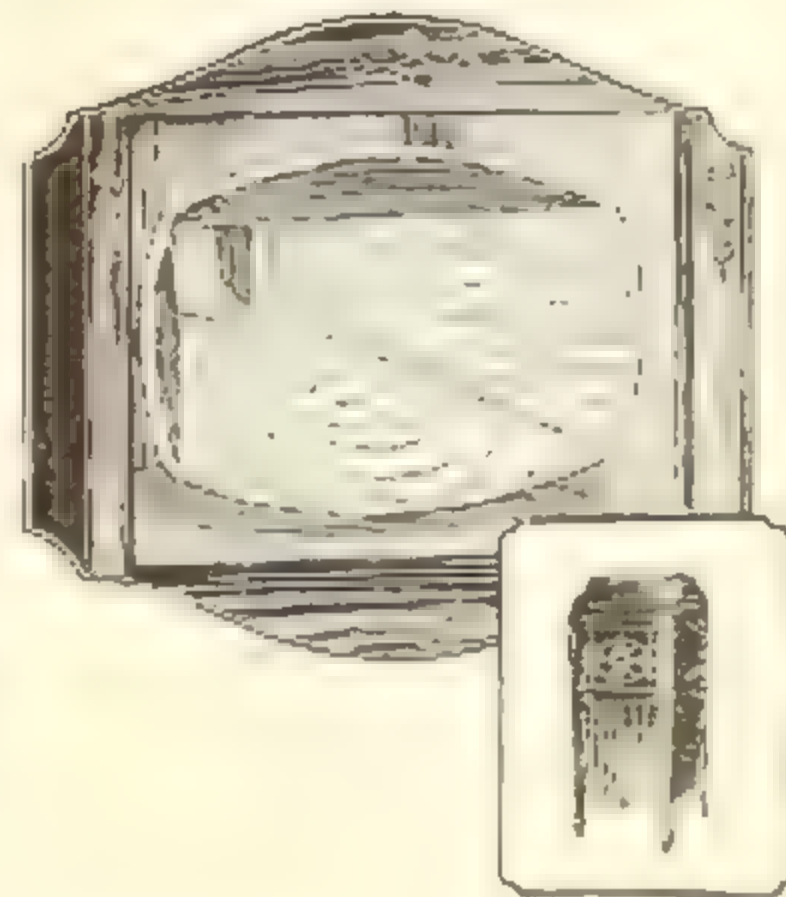
**An Interesting Proposition for the**  
**J O B B E R**

Jobbers, who want a real talking machine proposition, should communicate with us immediately.

Our low manufacturing and distribution expenses permit us to make a jobber proposition that is a real money maker for the jobber.

We appreciate the services of jobbers who are organized to properly exploit a line, and we meet such jobbers more than half way.

The Harponola is the kind of



machine to tie to. Its splendid merit backs up the efforts of both dealers and jobbers.

With the Harponola line there are never any "kick-backs" from constructional defects, for the Harponola has no constructional defects. Harponolas are right

and are backed by a company that keeps them right. We suggest that you advise, at once, if you are in a position to handle a jobbing territory in an aggressive way.

**THE HARPONOLA COMPANY**  
**101 MERCELINA PARK** **CELINA, OHIO**  
*Edmund Brandts, President*

*The Phonograph with the "Golden Voice"*  
**HARPONOLA**



## The Brass Tacks Question

# WHAT IS THERE IN IT FOR ME?

Boiled down, this is what interests the Phonograph Merchant. He wants to know exactly what benefits are his when he takes on a line.

## GRANBY PHONOGRAPHS

*"As Mellow as Southern Moonlight"*

have special claims for your immediate consideration because:



*Queen Anne Upright*

Their exquisite Tone—their Classic Period Designs—staunch Construction—and technical features are backed by a genuine Granby merchandising policy.

It is a policy that builds up business and converts Prospects into Purchasers.

You profit by this active co-operation.

**NOW** is the time to get the benefits of the Granby selling franchise.

**Ask us about it—TODAY**

Use the coupon.

## GRANBY PHONOGRAPH CORPORATION

LEVY BUILDING

ENORFOLK-VIRGINIA

*Tear off Coupon—Sign—Mail TODAY*

I shall be glad to receive the Granby proposition.

Name.....

Address.....

City.....

State.....







# BAGSHAW

The Oldest and Largest  
Manufacturers of Steel  
Talking Machine  
Needles in the World

# NEEDLES

## *Best By Comparison*

By actual comparison, BAGSHAW NEEDLES are the finest steel talking machine needles manufactured today. Each BAGSHAW needle is backed by the reputation of the pioneers in the talking machine needle industry. They are guaranteed by the manufacturer, the jobber and the dealer alike.

*Whether you desire needles packed in cans, envelopes or in bulk—or under your own trade-mark—W. H. BAGSHAW CO. can best satisfy your requirements.*

*Samples and Prices  
Upon Request*

The famous BRILLIANTONE and genuine PETMECKY brands are manufactured by BAGSHAW. The world over, BAGSHAW steel talking machine needles are renowned for their uniform length, uniform points and uniform hardness.

# W. H. BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

**BRILLIANTONE STEEL NEEDLE CO.** OF AMERICA  
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 610



# On With The Dance!

LET SALES BE UNCONFINED



The Very Latest Dance Records of

Isham Jones

Paul Whiteman

Art Hickman

The Finest Dance Music in the World

Only the finest DANCE NEEDLES in the world can do justice to these master-creations. Brilliantone Dance Needles are the supreme product of the oldest manufacturer of steel talking machine needles in America. When you sell Brilliantone Dance Needles to your customers you insure complete satisfaction—and thereby you sell more dance records!

*(The Oldest and Largest Manufacturers of Talking Machine Needles in the World)*

# BRILLIANTONE

## STEEL NEEDLE CO. of America, Incorporated

Selling Agents for

W. H. BAGSHAW & CO. Factory, Lowell, Mass.

347 FIFTH AVENUE,  
NEW YORK

AT 34th STREET

SUITE 610

Canadian Distributors: The Musical Mdse. Sales Co., 79 Wellington St. W., Toronto  
Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City





**Hulda Lashanska's sweet soprano will bring back old memories to your customers as you play "Long, Long Ago" to them. Each playing should mean a sale of Columbia 49963.**

**Columbia Graphophone Co.  
NEW YORK**

### THE PROMOTION OF RECORD SALES

(Continued from page 29)

wanted? Isn't it a good stunt to get them sold on this new idea? Give them a program and play ten records in their regular order. If they already have some of the records they will try out the program idea in their homes and buy the records they need to complete the program. Don't you think it a good plan to go into the customer's home after you have sold them a Victrola, or if they already own one, and see them on this idea? Arrange their records in the album in an evening's entertainment order. This very same idea with the albums can be used in your stores. The main idea, however, is to do anything that will help your customer to get more pleasure out of the playing of his records.

Have you ever given careful thought to the educational features of the Victrola records? For children, giving them a musical education; for singers, helping them in their studies; for all kinds of musical instrument students. The Victrola, with its educational courses, is adopted in 10,000 cities and forty-two States. Educational records are staple, no cut-outs. Get children interested so that when they grow up they will be good music buyers—which means the permanent upbuilding of business.

The Weber Music Co., of Red Wing, Minn., is making an aggressive drive on Brunswick machines and records.

### TALKING MACHINE MEN HOLD DANCE

**Association of Local Talking Machine Dealers Holds Public Ball at Hotel Pennsylvania—Very Interesting Program of Music**

For the first time in the history of the talking machine industry a public ball was held under the auspices of a talking machine dealers' association. This ball took place on Thursday night, November 17, at the Hotel Pennsylvania, and was sponsored by the Talking Machine Men, Inc., the dealer association, comprising dealers located in New York, New Jersey and Connecticut.

A most interesting program for this ball had been arranged by the entertainment committee of the Association, and over 500 attended the ball, all of whom voted it a huge success. There was continuous dancing from 8:30 p. m. till 2 a. m. and a diversity of dance music provided plenty of entertainment for the guests. Etzel's Elite Orchestra, a well-known and popular dance organization, was engaged as the resident orchestra for the evening, but the most important part of the program consisted of the appearance of a number of prominent orchestras which make records for the various companies and which are well known in the recording field.

Among the orchestras which accepted the committee's invitation to visit the ball and play for a half hour or more were the following organizations: Paul Whiteman's Orchestra (exclusive Victor), Benny Krueger's Orchestra (exclusive

Brunswick), Yerkes' Happy Six (exclusive Columbia) and the Vincent Lopez Orchestra. These orchestras all played from thirty to forty five minutes each and were accorded an ovation by the dancers. Between their visits Etzel's Orchestra supplied the music and occasionally some of the representatives of the leading music publishing houses appeared, rendering their latest hits.

The success of the ball makes it probable that similar events will be launched in the near future, as it enables the public to visualize the musical attainments of the dance orchestras which make records for the different companies. The dealers' cooperation with the Association in every possible way and Irwin Kurtz, president of the Association, together with his brother executives, well deserved the congratulations that they received at the close of the evening.

### NEW ARTO "BLUES" RECORDS

**Recordings by the Well-known Colored Singer, Lucille Hegamin, Appear in the December List of Arto Co., Inc.—Proving Very Popular**

Lucille Hegamin, the well-known colored singer of "blues" songs who makes frequent recordings for the Arto Co., Inc., and who recently returned from a very successful tour



**Miss Lucille Hegamin**

of the principal cities of the Eastern States, has been re-engaged by the Arto Co. for the coming year.

In the December list of Arto records appear several new recordings by this popular artist, including "Mississippi Blues" and "Wabash Blues." The latter number has already attained much popularity and as "Mississippi Blues" is by the writer of "Arkansas Blues," and is a typical number of that style of song, this new record will, undoubtedly, be received most favorably.

### JENSEN FILES BANKRUPTCY PLEA

Nils G. Jensen, proprietor of talking machine establishments in the Florence Apartment and the Greyhound Building, Utica, N. Y., has filed a petition in bankruptcy in the Federal Court, listing liabilities of \$9,305 and assets of \$6,357.

## VELVET COVERED TURNTABLES

**ADD TO THE QUALITY OF MACHINES**



A.W.B.  
*Boulevard*  
VELVETS

**THE BEST TALKING MACHINES ARE EQUIPPED WITH**

**A. W. B. BOULEVARD VELVETS**

**GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION**

**WRITE FOR SAMPLES AND PRICES**

**A. WIMPFHEIMER & BRO., Inc.  
450-460 Fourth Avenue, New York**

**ESTABLISHED 1848**







### VOCALION DISTRIBUTORS IN OHIO

Vocalion Co. of Ohio Organized in Cleveland to Look After Wholesale Distribution of Vocalion Phonographs and Records in Ohio

CLEVELAND, Dec. 14.—The Vocalion Co. of Ohio has been organized here to act as distributors for Vocalion phonographs and records in the Ohio territory and has already made arrangements to enter the local market. The new company has its headquarters at 25 West 2nd street, this city, where a local representative is available to attend and maintain inquiries and has arranged to enter a complete stock of phonographs and records for the purpose of making quick service to the trade. Louis Perez, who formerly looked after the distribution of the Vocalion products in the Pittsburgh territory, is sales manager of the new company and is fully prepared to handle a strong sales organization. Oscar W. Ray, president of the Ohio Vocalion record department of the Vocalion Co. in Cleveland last week concerning the new distribution arrangements.

### OPENS EXCLUSIVE OKEH SHOP

At St. Clair, Pa., Dec. 13—Charles E. Allen recently opened an exclusive Okeh record store at 71 Duane street, this city, where he carries as the Okeh Phonograph. Mr. Allen states that he intends to carry his own complete stock of the Okeh line of records and phonographs, and to handle a complete line of Okeh records and phonographs. The Okeh line of records is the best of its kind, and the Okeh line of phonographs is the best of its kind.

### PADDACK PRODUCTS ORGANIZED

Paddack Products of New York recently entered the Ohio territory and has received a charter of incorporation in this state with headquarters at 100 Broadway, New York. The company is headed by S. D. Paddack and J. W. Kestner.

### WAXED PAPER PROTECTS SHIPMENTS

Shipments of Pianos and Talking Machines Can Be Protected From Atmospheric Changes by Lining Cases With Waxed Paper

The Music Industries Chamber of Commerce has received from the Waxed Paper Manufacturers Association, 545 Fifth avenue, New York, the following communication of interest to exporters of the music industry who ship instruments to and through the tropics:

I received a letter in this morning's mail from the Specials Commodity Department of the Bureau of Foreign and Domestic Commerce, Washington, D. C., suggesting that piano and talking machine people have a good deal of difficulty with all trans-oceanic shipments on account of the damage sustained by the cases through the transportation across the warm and humid tropics. I am also told that there is much difficulty experienced even in shipping to Europe.

The furniture manufacturers of Grand Rapids, Mich., have devised a scheme for meeting this difficulty, as follows: Effect furniture is concerned by lining the cases with a very much waxed paper, sealing the edges with hot paraffin grease. This adds but a few cents to the cost of the case and is a very complete protection for the product.

Waxed paper is manufactured in all grades and weights. It is even manufactured in as heavy weights as building paper and with all degrees of thickness and quality, according to the nature of paper used or needed.

The paper is placed on for such cases as follows: The sides, top and bottom of the packing case are made up separately and are completely lined with heavy waxed paper sheets. Then the pieces of the packing case are put together and worked with a hot paraffin atomizer, simply and thoroughly and all joints by spraying with a hot hot paraffin. Then when the cover is put on the cases it is also sprayed. Consequently the articles of furniture and metal parts reach their destination exactly the same atmospheric con-

### ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Meccor make good. It is prepared in the proper consistency will not run out, dry up, or become sticky or rancid. Resists all atmospheric conditions. Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4 ounce cans to retail at 25 cents each under the trade name of

### EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers. ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

dition as that in which they were manufactured. It has proved so satisfactory in the furniture business that the metal case people have made inquiry in regard to the possibilities of its use."

### FOUR-RECORD TURNTABLE INVENTED

New Multiple-record Turntable Facilitates Demonstration of Records

A late model multiple record talking machine which utilizes the motion of a turntable to effect record changes is now on the market, says the Popular Mechanics Magazine in an illustrated article. Four revolving record tables carry the records and pass in consecutive order under the tone arm for playing. Instead of the tone arm being guided across the records, as the record grooves, a large revolving table supporting the four spinning discs slowly moves the groove under the tone arm. During the playing the finger table moves very slowly. When the groove has been finished the tone arm automatically rises and the finger table, after a short stop, suddenly makes a partial revolution by which the next record is brought into play.

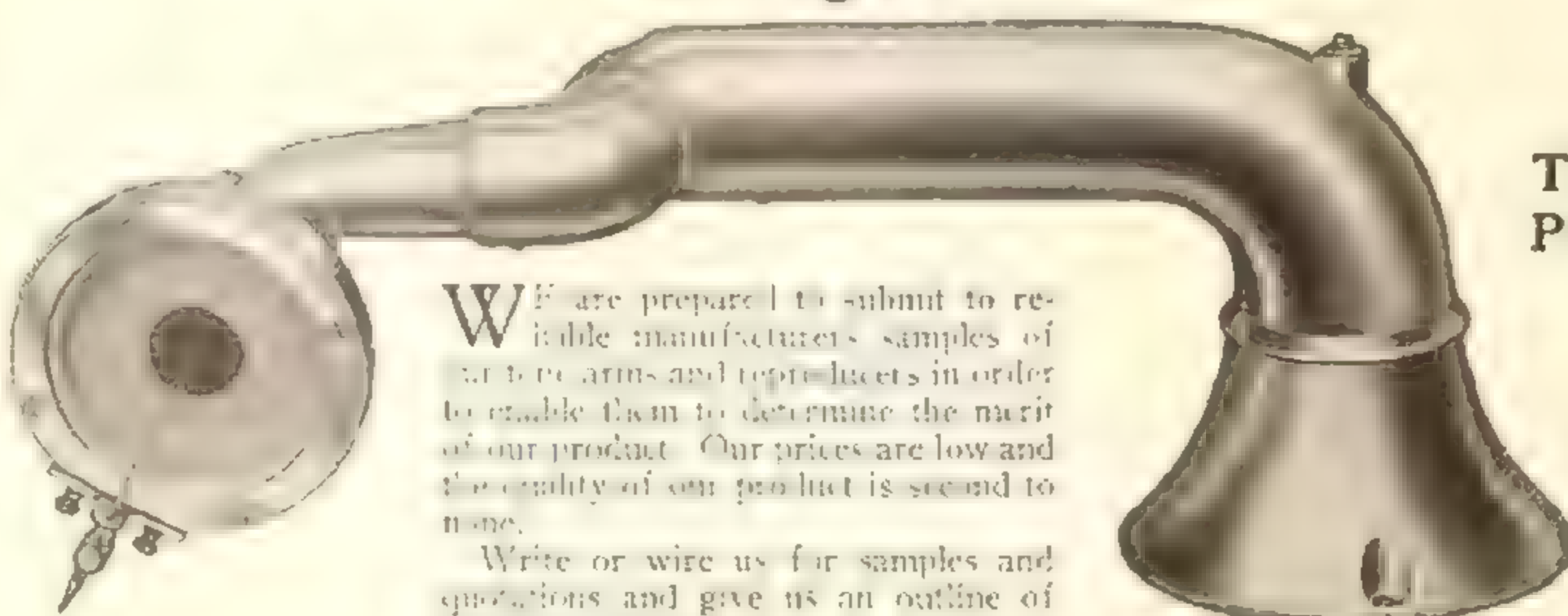
### BARTER & CO. DECLARED BANKRUPT

Involuntary receivers in bankruptcy have been appointed for Barter & Co. of Watertown, dealers in talking machines, sporting goods, etc. Assets are about \$20,000 and liabilities are expected to total \$34,000. Harry A. Heikok and Fred W. Empeall have been appointed receivers.

## Individuality in Your Product Will Mean More Sales for You!

### The New Empire Universal Ball Bearing Tone Arm and Reproducer

Made in Two Lengths:  
8" and 9"



We are prepared to submit to reliable manufacturers samples of our tone arms and reproducers in order to enable them to determine the merit of our product. Our prices are low and the quality of our product is second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

### The Empire Universal Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufacturers of High Grade Tone Arms and Reproducers

W. J. McNAMARA, President



# Truetone

TRADE MARK

The WORLD'S BEST  
PHONOGRAPH NEEDLES

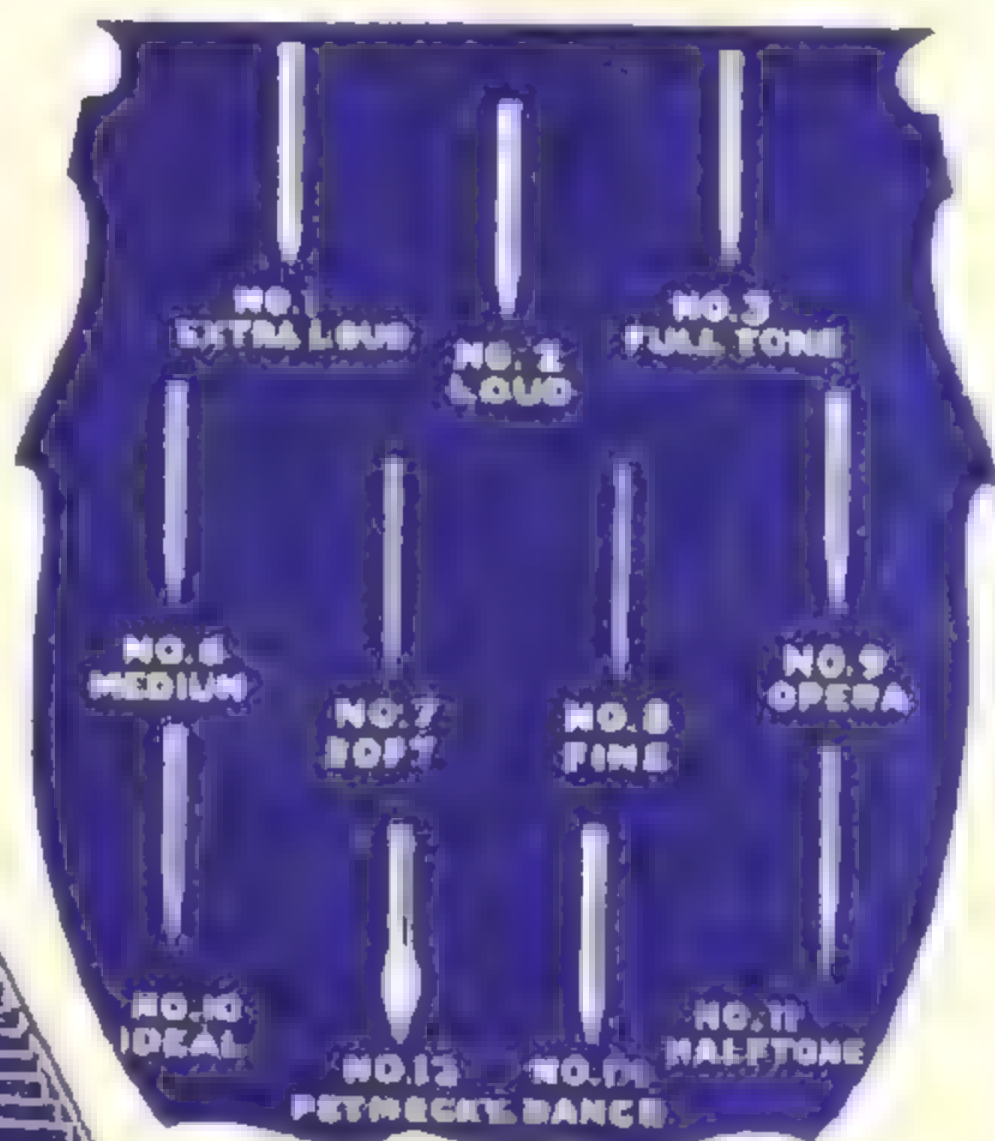
NONE  
BETTER  
MADE

DEAN

UNIFORM  
POINTS

UNIFORM  
FINISHES

PERFECT  
REPRODUCTION



Territory  
Open for  
Live Distributors

Write for  
Our 1922  
Prices

Manufactured by  
**GENERAL PHONOGRAPH CORPORATION**

OTTO HEINEMAN, President

25 West 45th Street, New York



**What better Christmas gift than the "Sextette" from Lucia by Barrientos, Hackett, Stracciari, Mardones, Noe and Meader? A year-round record, too, is Columbia 49768.**

**Columbia Graphophone Co.  
NEW YORK**



### THE MAN WHO STRIVES WINS OUT

**No Salesman Ever Did His Best Without Trying  
—Pays to Get the Habit**

Only the man who thinks he has an opportunity has a chance in this world. The fellow who shackles himself with de-pair never gets there. He can't. His load is too heavy, and the word he has pulled over his eyes hides opportunity. He can't see her when she comes.

Most of us must serve others; only a few can command. But the man who serves best eventually holds the wheel. And it's the man who is striving to serve best that does serve best.

No man ever did his best without trying, and we all can try. The salesman can try to sell a customer who has come in to look around. He may or may not succeed, but he surely couldn't have succeeded without trying.

His efforts, though futile for the present, may have made a sale for the future. And the salesman has made himself a better salesman. He has broadened his experience and developed his salesmanship.

Even more important, he was tried, and trying becomes a habit, and it is continued trying that pushes a man ahead.

Getting down to cases, salesmanship is the big factor in present-day business. It's the "open sesame" to big opportunity. But you've got to see the opportunity. You've got to believe in it and work for it.

Many of our greatest masters of industry were clerks in cross-road stores who thought they had an opportunity and set out to prove it.

Now the question is not, are opportunities equal to all, but, are you equal to your opportunity?

### "GRANBY WEEK" IN ST. LOUIS

**Great Newspaper Campaign Brings Good Results to Talking Machine Dealers**

ST. LOUIS, Mo., December 1. The week of October 16, which was inaugurated as "Granby Week," was the beginning of a campaign which has been conducted straight through to the present date. Since that time Granby dealers have been running advertisements in the daily and Sunday papers and it is reported that the results from this campaign have been very gratifying to Granby dealers in this city. It is also reported that one Granby dealer who closed out his line of relatively unknown machines at reduced prices found that instead of cleaning up on old stock the preference was decidedly for the Granby at regular prices. Elaborate window displays of particular note appeared recently at the headquarters of the St. Louis House Furnishing Co. and the Thinner Furniture Co.

The St. Louis Headquarters of the Granby Phonograph Corp., of Norfolk, Va., reports that many of the dealers who have only recently taken on the Granby line have already sent re-orders. The Granby outlook is very promising.

Emerson records are being pushed by Chas. J. Gibson, music merchant, of Blair, Wis.

### BREAKING SALES RECORDS ON COAST

**John Brenner Co., of Sacramento, Gives Some Interesting Facts—Takes on Brunswick Line**

SACRAMENTO, Cal., December 1. C. S. Brenner, manager of the talking machine department of the John Brenner Co., reports closing a splendid November business, following the latest October trade in history. A big campaign was started the first of that month and during the first week fifty-one instruments were sold. For instance, a new record for the city of Sacramento and with the same enthusiasm, Mr. Brenner and his sales staff expect a bigger increase in December.

The agency for the Brunswick line has not been taken over by the Brenner Co., which now handles a complete line of Victorias, Gramophones and Sonora instruments, including Victor and Brunswick records.

### NEW USE FOR TALKING MACHINE

**Dreamy Waltzes on Talking Machines Keep the Hippodrome Elephants Good-natured**

George Power, trainer of the New York Hippodrome elephants, has found a new use for a talking machine. Power plays a slow, dreamy waltz for his big pets before they make their appearance in "Act Together." Power finds that the music soothes the elephants, which, like all trained animals, become restless at the time of the day when they usually go through their act, and ensures their giving a better performance.

### LANDAY SHOP GETS NEW MANAGER

**Louis H. Jacobi Assumes Management of Newark Establishment—Piano Sales Methods Sell "Talkers"—Alterations Under Way**

NEWARK, N. J., December 3. Louis H. Jacobi, formerly sales manager of the piano department of the J. L. Hammerberg store and for several years connected with Kaufmann's, "The Four Seasons," in Pittsburgh, Pa., as buyer for the piano department, has assumed the management of the Landay Shop, Victor and Sonora dealer, at 600 King Street, M. D. C. Although Mr. Jacobi has been in charge of the Landay store but a short time, he has had a decided success. He has applied the methods of selling pianos to the sale of talking machines and courtesy and instant attention to customers are two of the outstanding factors in his merchandising principles.

The Landay Shop is one of the best in Newark. It occupies two floors and a basement. The latter is given over to the piano and music department and the first floor is devoted to record demonstration booths and record racks. Business has increased to such an extent under Mr. Jacobi's management that the demonstration booths were found insufficient to take care of customers. To overcome this difficulty several of the booths are being cut in two, thus increasing the number of hearing rooms to twenty-five. The second floor is devoted entirely to display rooms for various types of Victorias and Sonoras and the business department of the store.

**Your Problem Is Ours**

**Good Profits (to you)  
+ Good Service (to your customers)**

**Answer: TONAR RECORD BRUSHES**

(Trade Mark)



**Have we solved the above problem correctly?**

**Write to-day for prices and sample and see for yourself**


*Made in mahogany, oak and ebony colored finishes*

**PARKS & PARKS, Inc.**

**TROY, N. Y.**

**New York Office, C. E. Peabody & Co., 186 Greenwich St.**



LWAYS The CHENEY has been known for highest standards of quality at fair prices. Our recent *price reduction* on all models strikingly emphasizes the value in Cheney instruments. The public has been quick to recognize this value and Cheney dealers are reaping the benefit.

*The*  
**CHENEY**  
The MASTER PHONOGRAPH



## VICTROLA SHOW WEEK A SUCCESS

Lion Dry Goods Co., Toledo, O., Closes Substantial Business as Result of Show—Public Keenly Interested in Details of the Event

TOLEDO, O., December 9. Victrola Show Week at the Lion Dry Goods Co. of this city, produced business. The advertisement told people to come in to see the "Ray Victrola," the forerunner of the universal music instrument of today, to see a "glass" Victrola, to see Radames, Gilda and all the opera stars in their proper setting, to see a complete showing of Victrolas, prices ranging from \$25 to \$1415. Crowds came, saw, and once more the Victor conquered. People went away talking of the care of cabinet construction, beauty of finish, variety of price and the unique ability to reproduce all kinds of music—bass, soprano, baritone, violin, quartets—superbly well. Mr. Pete, the manager of the department which is Victor exclusively, feels the week's work the best he has ever done. Prospects and actual sales far exceeded expectations.

A unique feature of the Lion's Victrola Show Week was the hand-embroidered Victor trademark. At first glance one takes it for an oil painting, so perfect are the stitches. The work was done by the mother of a salesman of the Toledo Talking Machine Co., and was most highly commended.

Mr. Pete, manager of the Lion Dry Goods Victrola department, has found the Red Derby Plan most successful. The girl who sells the most Red Seal records wins the "Derby"—and during a given time every girl works. Such a plan shows the actual Red Seal sales of every girl, no guesswork about it.

## TO ERECT NEW VICTOR BUILDING

The Victor Talking Machine Co., of Camden, N. J., has been granted a building permit for the construction on Front street of an addition to its great manufacturing plant.

## ARTISTS JOIN IN CARUSO TRIBUTE

Impressive Ceremonies Mark Presentation of Caruso's Bust to Metropolitan Opera Co.

The presentation of a bronze bust of Caruso, the great tenor and Victor artist, to the Metropolitan Opera Company, of New York, on November 27, was made the occasion of a memorial tribute to the deceased singer. The opera house was filled to capacity by a silent audience throughout the ceremony. There was no applause for singers like Galli-Curci, Martinelli, Farrar and other members of the company, nor did they expect it. The artists wore black and sang on a stage black-draped about the bust of Caruso, which was presented by F. La Guardia, of the city government, in behalf of the singer's widow, who occupied one of the boxes.

The proceeds of the concert, swelled by individual contributions from the artists, reached \$12,000, which, when converted into Italian money, amount to some 300,000 lire, and the entire sum will be given to the Verdi Home for Aged Musicians at Milan, Italy.

## INTRODUCE NEW PHILLIPS TONE ARM

Wm. Phillips, president of the Wm. Phillips Piano Parts Corp., New York City, has announced the appearance of a new Phillips tone arm on the market. This new tone arm is known as the special throw-back arm No. 5, and is also equipped with a reproducer No. 5. Both tone arm and reproducer are octagon in shape and the combination is, as Mr. Phillips described it, "pleasing to the eye and pleasing to the ear." Mr. Phillips predicts a great future for this combination and reports that orders are coming in satisfactory volume for the entire line. He also predicts that 1922 will be a year of generally good business for all.

Patent phonographs and records are being featured at Kirch's Palace, Robbinsdale, Minn.

## CO-OPERATE WITH CENSUS BUREAU

Manufacturers in the Talking Machine Industry Should Promptly Fill Out Forms Covering Status of Manufacturers for the Year 1921

Shortly after January 1, 1922, manufacturers in all branches of the talking machine industry will receive from the Census Bureau at Washington, D. C., detailed forms covering the 1921 census of manufactures. The schedules are now broadened out somewhat this year in order to make a more complete analysis of the various departments of the industry.

The Director of the Census makes a personal appeal through *The World* to manufacturers, urging them to promptly fill out and return the schedules when they are received early in January. If manufacturers generally will do this it will make no mean saving of governmental expenditures, and inasmuch as the manufacturing industries pay about two-thirds of the Federal taxes, when they can save two-thirds of a dollar they ought to be interested in doing it.

In this connection the board of directors of the National Association of Manufacturers recently passed the following resolution:

"Resolved, That the National Association of Manufacturers recognizes the importance of the census of manufacturing industries in the United States, which is required to be taken by the Act of Congress approved March 3, 1919, and it recommends to manufacturers that they co-operate earnestly with the Director of the Census and furnish the information required to make the statistics full and accurate."

## TRUMOPHONE CO. INCORPORATES

A charter of incorporation has been granted to the Trumophone Co. under the laws of the State of Delaware, with a capital of \$1,500,000. Incorporators are: Henry Boyd, James Hutchinson and E. F. Callan. This concern will engage in the manufacture of talking machines.

## Collings &amp; Co. And You

Victor dealers in the territory to which we confine ourselves—Northern New Jersey and Northeastern Pennsylvania—know almost every trolley line stops within a block of Collings' headquarters.

So they drop in and discuss their problems cozily with us—instead of writing further away.

They bring their customers in, too, to look at various Victrola styles which Collings can always deliver in time to complete the sale.

"Buy Where You Sell."

"Collings Covers Your Wants."

## COLLINGS &amp; COMPANY

Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.







## SUCCESSFUL DEALERS

will tell you that there is a demand for Sonoras that results in steady sales.


Many dealers who have carried other makes of phonograph are now concentrating on Sonoras because they know that

THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL



has the confidence of the purchasing public and is EASY to sell.

Sonora owners enjoy the Pride of Possession which accounts to a large degree for the full measure of success that Sonora dealers enjoy.





# NEW DEALERS ARE NOW BEING ADDED

A Sonora agency is increasingly valuable. Write for information to

**Gibson-Snow Co.,**  
Syracuse, N. Y.

State of New York with the exception of towns on Hudson River below Poughkeepsie and excepting Greater New York.

**W. B. Glynn Distributing Co.,**  
Saxtons River, Vt.  
States of Maine, New Hampshire, Vermont and part of Massachusetts.

**Griffith Piano Co.,**  
605 Broad St., Newark, N. J.  
State of New Jersey.

**Hessig-Ellis Drug Co.,**  
Memphis, Tenn.  
Arkansas, Louisiana, Tennessee, Mississippi.

**Kiefer-Stewart Co.,**  
Indianapolis, Ind.  
Entire State of Indiana.

**Lee-Coit-Andreesen Hardware Co.,**  
Omaha, Nebr.  
State of Nebraska.

**M S & E,**  
221 Columbus Ave., Boston, Mass.  
Connecticut, Rhode Island and eastern Massachusetts.

**C. L. Marshall Co., Inc.,**  
514 Griswold St., Detroit, Mich.  
Michigan and Ohio.

**Moore-Bird & Co.,**  
1751 California St., Denver, Colo.  
States of Colorado, New Mexico and Wyoming east of Rock Springs.

**B**ESIDES possessing important patents of its own, Sonora is licensed and operates under BASIC PATENTS of the phonograph industry. Sonora's future and the future of Sonora's dealers' business are secure.

**The Magnavox Co.,**  
616 Mission St., San Francisco, Cal.  
Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, northern Idaho.

**Southern Drug Company,**  
Houston, Texas.  
Southeastern part of Texas.

**Southern Sonora Company,**  
310-314 Marietta St., Atlanta, Ga.  
Alabama, Georgia, Florida and North and South Carolina.

**Southwestern Drug Co.,**  
Wichita, Kans.  
Southern part of Kansas, Oklahoma (except 5 NE counties) and Texas Panhandle.

**Sonora Distributing Co. of Pittsburgh**  
4130 Jenkins Arcade Bldg., Pittsburgh, Pa.  
Western Pennsylvania and West Virginia.

**Long Island Phonograph Co.**  
150 Montague St., Brooklyn, N. Y.  
All of Long Island and Brooklyn.

**Minneapolis Drug Co.,**  
Minneapolis, Minn.  
States of Montana, North Dakota, South Dakota, Minnesota.

**Robinson-Peterson Co., Inc.,**  
Louisville, Ky.  
State of Kentucky.

**C. D. Smith Drug Co.,**  
613 Arcade Bldg., St. Louis, Mo.  
St. Joseph, Mo.  
Missouri, northern and eastern part of Kansas and 5 counties of NE Oklahoma.

**Strovel-Paterson Hardware Co.**  
Salt Lake City, Utah  
Utah, western Wyoming and southern Idaho.

**C. J. Van Houten & Zoon,**  
Marquette Bldg., Chicago, Ill.  
Illinois and Iowa.

**Yahr & Lange Drug Co.,**  
Milwaukee, Wis.  
Wisconsin, Upper Michigan.

**Sonora Co. of Phila., Inc.,**  
1214 Arch St., Philadelphia, Pa.  
Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

**Greater City Phonograph Co., Inc.**  
311 Sixth Avenue, New York  
All of New York City except Brooklyn, counties of Westchester, Putnam and Dutchess south of Poughkeepsie and all Hudson River towns and cities on the west bank of the river, southern Highland.



## VICTOR DEALER ACTIVITY IN IOWA

Business Assumes Wonderful Strides, Owing to Holiday Demand—Baxter Co.'s Victrola Drive—Iowa Mercantile Co. After School Trade—H. L. Woodward's Views—Other News Items

Des Moines, Ia., December 6. —With the coming of the holiday season, the talking machine business throughout the State has taken on wonderful strides. Not only are the dealers feeling more optimistic, but are actually worrying whether they will be able to secure enough merchandise with which to take care of their demands. This is especially true of the business along the Mississippi River and in the eastern part of the State, which contains the larger number of better towns.

In conversation with the officials of Mickel Bros. Co. Victor wholesalers, we learn that for some reason or other their sales took a wonderful jump during the month of October, and the month of November exceeded all previous months of the present year.

"Never before," said Geo. E. Mickel, president of Mickel Bros. Co., "have we felt the Christmas business as early as we have this year. Commencing around the latter part of September, our dealers placed large orders with us for delivery during October and November. Our travelers report that their estimates were entirely too low and that the stocks with which they had hoped to conduct their Christmas business are practically exhausted. This is verified by the orders which we are receiving."

The Baxter Piano Co., of Davenport, has just closed a very wonderful ten-day campaign on Victrolas. After the period was over it advertised in the local papers that it had twenty-five empty Victrola cases for sale. The Arnold Jewelry & Music Co., of Ottumwa, and the Des Moines Music Co., of Des Moines, have also conducted campaigns on the Model 80 and both report unusual success.

"Larry" Richards, the Iowa representative of the Victor Co., is making his headquarters in Des Moines and is doing some very effective work in assisting the dealers to market the Victrola. "Larry," as he is familiarly known, has already made a host of friends. He formerly had charge of the New England territory, having covered that section for two years for the Victor Co.

Harmony Hall, of Iowa City, reports wonderful success with the musical census. This work

required the services of four people and took them two weeks to complete. During the two weeks twelve Victrolas were sold, ranging in size from the No. 50 to the No. 130. Besides this Mr. Spencer, the manager, is holding over fifty good prospects which he has every reason to believe will be closed before Christmas.

H. W. Burnett, or "Burnie," as he is known to the trade, shyly denies the reports of his engagement to Miss Eloise Burkheimer, of Des Moines. "Burnie" travels for Mickel Bros. Co., calling on the trade in southeastern Iowa.

The Iowa Mercantile Co., of Newton, is conducting a very successful campaign among the rural schools in an effort to equip them with small Victrolas. The plan consists of a letter, offering them co-operation in putting on an entertainment for the purpose of raising funds. The plan has been working but two weeks at this writing, and already four sales have been made. Two were for the Victrola VI and two for the Victrola XXV.

One of the very well known talking machine men in the State is H. L. Woodward, owner of the Des Moines Music Co., of this city, an exclusive Victor store. "Woodie," as most folks know him, was at one time a traveler for the Chicago Talking Machine Co., and later manager of the Victor department of Gurnel Bros. of Milwaukee. For a few months he was out of the game and it was only a few months ago that he was able to secure the agency for Victrolas in Des Moines. "Our business," said Mr. Woodward, "has simply grown by leaps and bounds. Of course, with our location and organization we naturally expected some business, but it exceeded our greatest imaginations."

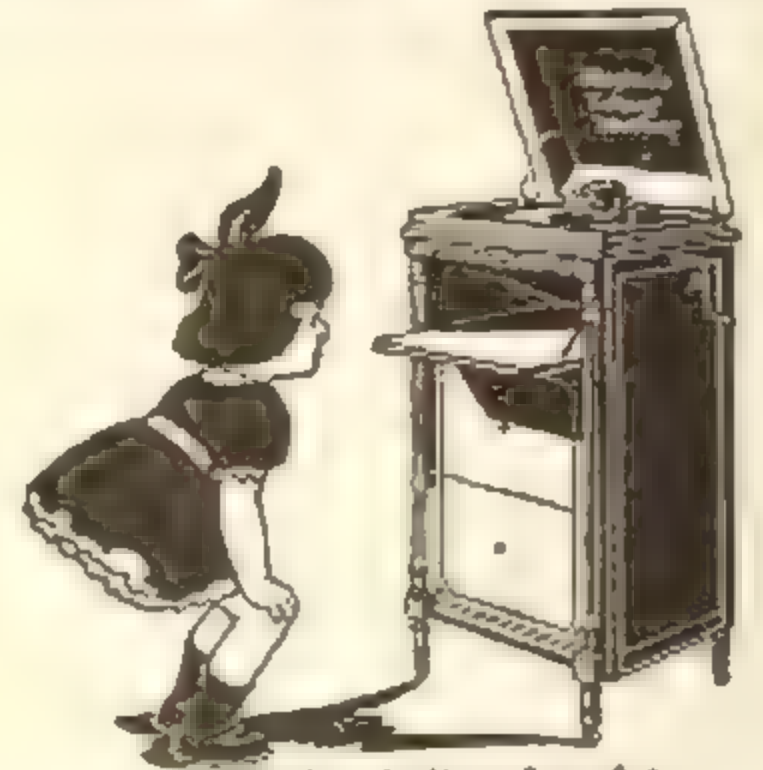
Prof. C. A. Fullerton, of the Iowa State Teachers' College at Cedar Falls, is quite enthusiastic over the new Victrola 50. "It is just the thing for rural schools," said Prof. Fullerton. "With the addition of the leather carrying case, providing a space for records, it suits the rural needs exactly." There was never a more ardent supporter of the music in the rural schools than Mr. Fullerton. He is visiting them practically all of the time and much of the musical advancement among the schools in the country districts is directly traceable to him.

Among some recent visitors to the Mickel Bros. Co. were Jos. Britt, of the Crary Hardware Co., Boone; John Vance, of the Vance Music Co., Mason City; L. A. Murray, of the L. A. Murray Co., Davenport, and L. R. Spencer, of Harmony Hall, Iowa City.

## "Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

**MAGNOLA "Built by Tone Specialists"**



Watching the Music Come Out

May we send you our handsome illustrated catalog check full of information concerning the wonderful construction system of Magnola and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

## MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office: 711 MILWAUKEE AVENUE, CHICAGO  
Southern Wholesale Branch: 1530 CANDLER BLDG., ATLANTA, GA.

## SELLS "DAILY DOZEN" TO SCHOOLS

Hahne & Co. Talking Machine Department Features "Health Builder" Records—Installs Three Sets in Perth Amboy Schools

Newark, N. J., December 6. Walter Camp's "Health Builder" records, distributed by the Health Builders with headquarters in New York, are being pushed with excellent results in the talking machine department of the Hahne & Co. store, Broad street, this city. These records have been prepared with a view to furnishing the rhythm for a selected list of exercises, known as the "Daily Dozen." Five double-disc records, twelve charts showing the various exercises, a booklet of instruction and an album complete the set.

J. A. Blawieck, manager of the department, is enthusiastic over the "Health Builder" records and the result of his advertising and energy thus far is the sale of three sets to the schools of Perth Amboy.

## "CHILDREN'S HOUR" A SALES HELP

A clever plan, which was very successful in stimulating interest in the talking machine through children was recently tried out at the department of Edmund Platt, of New York. This consisted of a Saturday morning "Children's Hour." Customers were invited to bring their children to the store at these periods and various programs were given on the Victrola. The plan was productive of fruitful results and might be put into effect by other dealers with profit.

## EXHIBIT THAT ATTRACTS ATTENTION

Hunt Point, N. C., December 5. —The Granby exhibit at the Southern Furniture Market, in this city, has been attracting much attention from the many dealers who attended. F. D. W. Connelly, of the Granby Phonograph Corp., of Norfolk, Va., is in charge of the exhibit. He has had much success in opening new accounts in the Southern territory.

The Brunswick Music Shop is the latest addition to the talking machine stores of Muskegon, Mich. Attractive quarters have been opened at 91 West Western avenue, under the management of Harry Riddell.

# EXPERIENCE AND THE NEW YEAR

## To the Victor Retailers in Iowa

We extend our hearty greetings for 1922, wishing them unlimited success and prosperity.

The experience and knowledge of this organization will be at your service in 1922 with greatly augmented facilities for practical service.

### MICKEL BROS. CO.

DES MOINES, IA.

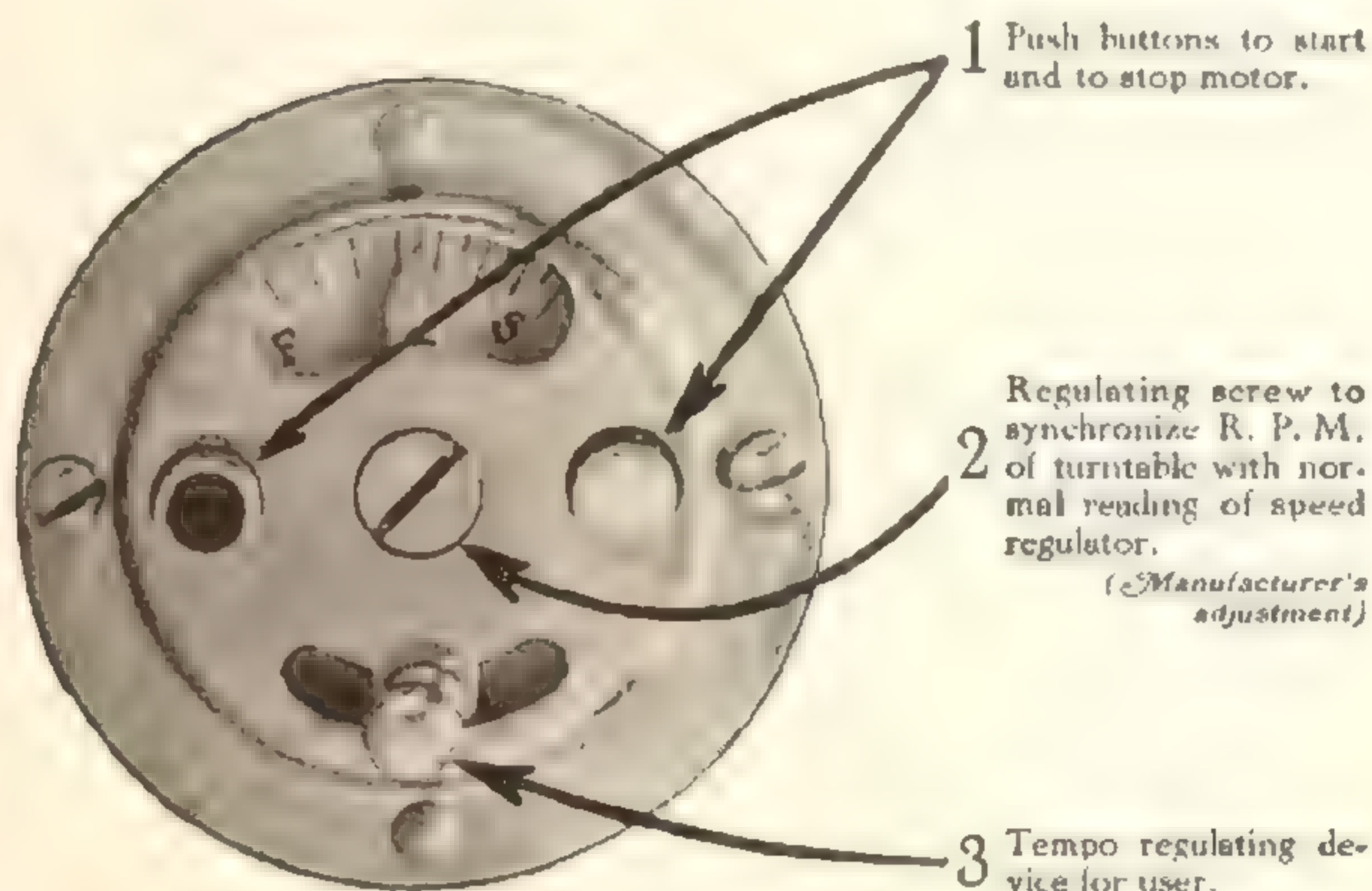
*H. B. Burroughs*  
Sales Manager.

VICTOR Wholesale Exclusively.



# The Stephenson Movement

Contains a  
Unit Push Button Brake, Speed and  
Tempo Regulating Device



This new feature in table board equipment is a part of the Stephenson Movement\* for Phonographs. Its operation is positive. Its handsome appearance and its unique operation will add a tangible sales value to your phonograph.

Send for special circular describing other novel features of the Stephenson Precision-made Movement for Phonographs.

**STEPHENSON**  
DIVISION  
OF CAMP & MCGAN, INC.  
One Hundred and Seventy Pennington Street  
Newark, New Jersey





## MEETING OF CENTRAL OHIO DEALERS

Important Subjects Discussed at Gathering in Columbus With President King Presiding—Big Show of Talking Machines Interest—Lectures on the Operas—Other Happenings

COLUMBUS, O., December 5. More than one hundred men and women concentrated in the Hotel Victoria today for the meeting of the Central Ohio Talking Machine Dealers' Association. The gathering was the first of the season and was held in the hotel which is the headquarters of the association. The meeting was held in the hotel which is the headquarters of the association. The meeting was held in the hotel which is the headquarters of the association.

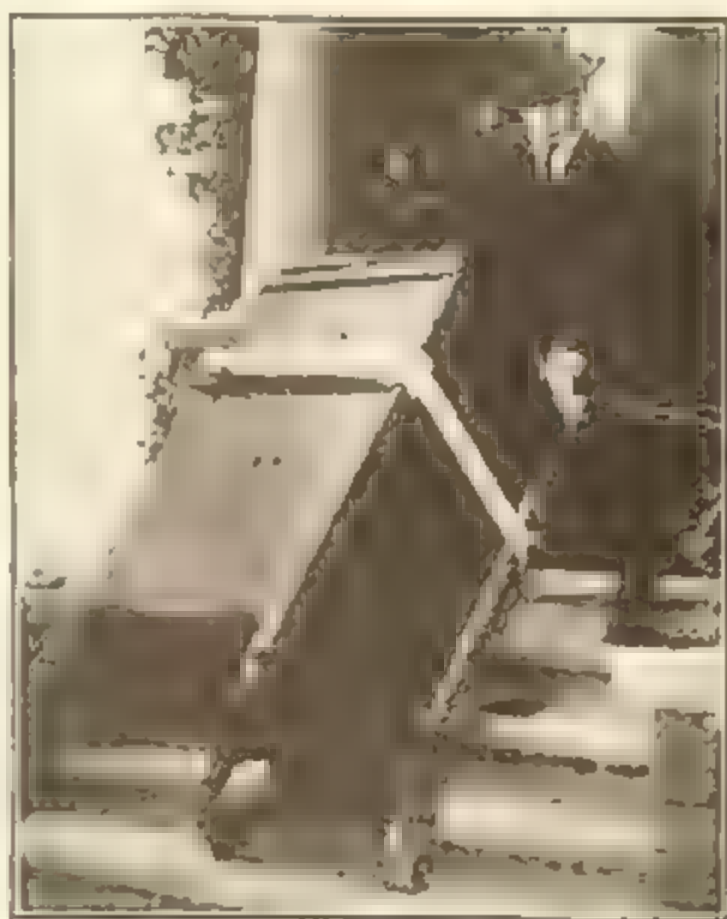
Local King, president of the Association, presided at the Victoria. He introduced the speakers and introduced a novel plan of adopting the method of questions and answers in preference to general discussions. To our surprise, many things were learned in this way that were not known before. In so doing we actually conducted an educational campaign and members felt benefited by this innovation," said Mr. King.

Already the organization has increased 12 per cent, which is phenomenal indeed, for the short time it has been in existence and it is a sign of greater development.

Plans are now being formulated by the executive committee of the Association for a convention, to which all Victor dealers and other members or not, will be invited. The convention is to be held in Columbus some time during the month of February, 1922.

Those members were present at the meeting held in November: P. D. Allen, Xenia; W. H. Brown, Caldwell; M. G. Chandler, Chillicothe; R. G. Martin, Mt. Vernon; John Mann, Store, Lima; Harry Ackerman, Piano Co., Marion; Elmer Music Co., Columbus; Gen. Pharmacy, Nelsonville; Goldsmith Music Store, Columbus; Houston's Music Store, Columbus; Proctor's Store, Columbus; Phillips & Son, Mt. Pleasant; S. Bros., Delaware; Stewart Bros., Columbus; Spencer's Music Store, Columbus; Spence Music Co., Zanesville; and Chas. M. Zetter, Mansfield.

The public is getting its disc music closer than it did fifteen years ago is the contention of Louis King. "The people do not realize that fact, but we intend to prove it to them in our 'Progress-Victrola Show,' when we will demonstrate records that the public seldom hears yet which contain the best volume and tone of music to be had for the amount of money they will pay."



## Let One Man Deliver Your Talking Machine

The Self Lifting Piano Truck will handle the large machine with ease and safety. No strain too steep. Quickly adjusted to any size or make of machine. Equipped with rubber-tired wheels. The saving of the second man on the wagon will soon pay for the truck.

Write for Circular and Prices

Also

Piano Trucks, Hoists, Covers and Straps

Made only by

**Self Lifting Piano Truck Co.**  
FINDLAY, OHIO

It is interesting to find that the Victor Talking Machine Co. has been successful in obtaining the first talking machine that was ever adapted to the automobile. This machine is an Edison and when first introduced it was a change of twenty-five cent a machine to listen to. W. H. Fish, of the Victor Talking Machine Co., immediately bought it and then because Columbus' first ever with an ever of a talking machine. Strange as it may seem, that particular machine was sold in a store located on the same site where the Merchants Martens Co. is now located and where the show is to be held.

The show opened the first week in November and lasted for ten days. It was a great success and a great many of the customers, prospective buyers, and dealers, buyers and to all the local news agencies.

### EDUCATIONAL RECORDS FOR SCHOOL

More than 100,000 copies of the purchase of educational records for use in the public schools of Marion is announced by Miss Sarah L. Jones, supervisor of music in the public schools. The Board of Education at a recent meeting appropriated money for the purchase of such records as she decided were appropriate and necessary. These records are to be found in all Marion Marion school buildings.

The W. W. Morris Co., Fairport, Conn., has organized a Victor Club as a means of stimulating business.

Great interest was manifested in the opera 'Il Trovatore' during the course of Prof. Lowden's lecture on this opera in the Winter Garden at the New Southern Hotel. This was the fourth lecture in a course of five.

'Il Trovatore' is considered by many as the greatest of gypsy stories," said Prof. Lowden. "It has been a great favorite with many of the present-day artists. Among those who have taken part in the beautiful arias, duets, trios and choruses are Martinelli, de Luca, Zerola, Journet, Amato, Tetravazzi, Galski, Destoun, Schumann-Henk, Homer and McCormack.

Records by these artists were played on the Victrola by Prof. Lowden during his discourse of the opera.

The opera 'Caruso' is the fifth and last opera in the series and the lecture on it will be given during the month of December.

### NEW POSTS FOR COLUMBIA MEN

H. L. Tuers, manager of the Dealer Service department of the Columbia Graphophone Co., announced recently the appointment of G. F. Harris as Dealer Service supervisor at the company's St. Louis branch, succeeding W. Johnston, who has resigned. Mr. Tuers also announced the appointment of W. W. Schumacher as Dealer Service supervisor at the Detroit branch, succeeding J. F. Meier, who has recently been appointed a member of the Cleveland staff.

## During the coming year

# OKeh Records

will be a profitable friend to you — if you start the year with an OKeh Record Agency.

## EVERHART & BROWN

1705 E. BROAD ST.

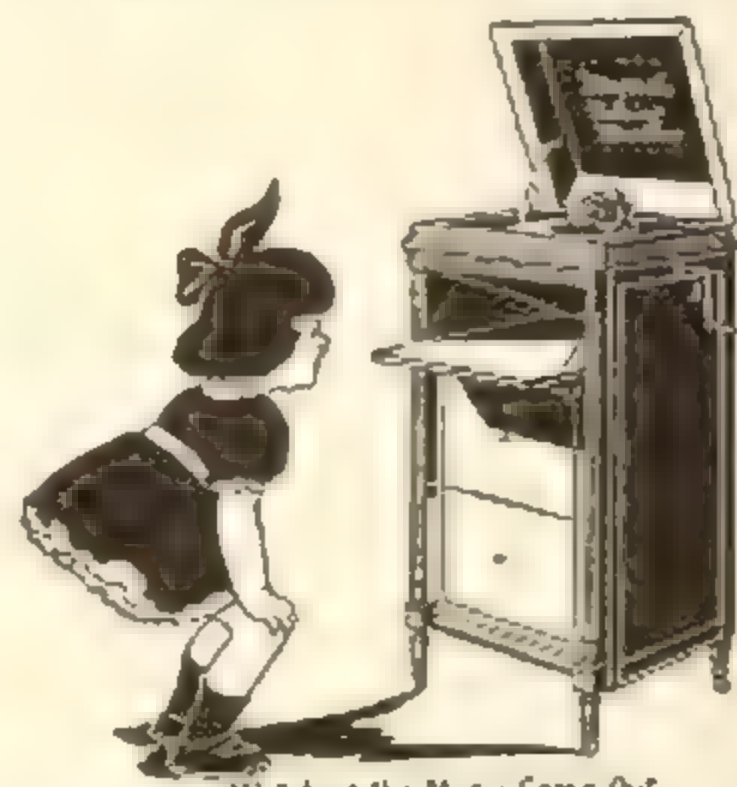
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RICHMOND, VA.

## Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of

**The Marvelous MAGNOLA**



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President

General Office

711 MILWAUKEE AVENUE  
CHICAGO

Southern Wholesale Branch

1636 Candler Bldg.  
ATLANTA, GA.





# Christmas Greetings

General Phonograph Corporation

*Ch. Henne*

25 West 45th Street, New York City



# Why the Unrestricted Exchanging of Records Is a Reprehensible Practice :: :: By Hayward Cleveland

In addition to the excellent suggestions made by Harry Drew on page 146 of the September Talking Machine World the following thoughts, born of many experiences, are presented.

The unrestricted exchanging of records is a reprehensible practice and every plan known to the trade for checking it should be published. The semi-perishable character of the records, particularly of their surfaces, imposes this as a duty upon all good storekeepers who value the continued patronage of the best class of clients.

The record salesman of the country should act as a unit in their approach to this vital subject. They should educate the buying public into a better understanding of the problem. Enough is not said, placarded, stamped, printed, written upon the question. By common action call it consent, neglect, avoidance, what you will, it is passed up, when the better way is to meet the trouble more than half way. "Help us protect you from yourselves" should be the salesman's slogan. They should preach the necessity of protecting their stocks by every conceivable method and make the public understand that their co-operation, to this end, is sought, for 90 per cent of the exchanged records must, and do, find their way back into the bins to be sold again.

In this process of educating the public the following additional means are available.

First as to booth signs. Neat little framed signs can be hung on the walls of the booths, worded in any one of the following ways:

"We take pride in the condition of our record stock. Help us maintain our high standard by **not** requesting that we exchange records you have heard and accepted."

Or—

"Please do not ask us to exchange records you have heard and accepted. We make this request for your protection."

Or more abruptly—

"Records that have been tested and accepted cannot be exchanged."

Then, on the packing bench, there can be placed two rubber stamps and a stamp pad. The first and most frequently used stamp should read: "These records have been tested and accepted and cannot be exchanged." The second stamp should read: "These records, bought without test, can be exchanged within . . . . . days." The individual dealer must decide as to the number of days. Once the package is duly wrapped

up the first or second stamp can be used according to circumstances. This precaution would seem easy to evade, but it has acted as a positive deterrent in actual practice.

Coming down to the sales tickets, some such rule as this can be printed thereon: "Records that have been tested and accepted cannot be exchanged. This rule has been adopted in the best interests of our clients." The reason is obvious to anyone of average intelligence and dealers will be surprised to find out how large a percentage of their patrons take comfort in the protection this policy insures. Also, on the sales tickets two little squares can be placed. Over one can be printed "Tested," over the other "Not tested." Then the salesman can put X's

in the "Not tested" square when making out the ticket.

One more suggestion. When a customer orders a record, let the salesman say, "This is a new record, bought without test, and it can be exchanged within . . . . . days." This will help to educate the buying public into a better understanding of the problem.

Finally, it is hoped that a common sense exchange, that the duplicate should be sent to the return, the chances of improvement or fraud would seem to be minimized. This suggestion is one common to many recordkeeping establishments.



## Do you remember this Phonograph?

It was not so many years back that this was the only kind of talking machine you could get. Phonographs in those days were amusing novelties—bought and sold as such. If you tried to sell one of these machines today, people would laugh at you. The phonograph has been improved and perfected to such an extent that it has won a recognized place for itself in the American home.

The design of the phonograph has kept steady pace with mechanical improvements. It is but natural that an instrument bringing the world's best music to the home should be beautifully designed.

And it is but natural that phonograph manufacturers should favor Genuine Mahogany—the "King of Woods"—the inspiration of master cabinet-makers from the time of Chippendale and Sheraton. No other wood can rival the beautiful color tones and rich grain found only in Genuine Mahogany. Always in style—ever in good taste—Genuine Mahogany is perfectly at home in beautiful interiors.

The Mahogany Association is conducting a nationwide campaign to further the sale of Genuine Mahogany phonographs and furniture. It is felt that the staining of a less beautiful, less durable wood in imitation of Mahogany and the sale of it as Genuine Mahogany is poor business policy. It is evident that this campaign strikes a receptive note with those people who buy beautiful phonographs and beautiful furniture. Already they are beginning to ask: "Is it Genuine Mahogany?"



After all—there's nothing like

# MAHOGANY

MAHOGANY ASSOCIATION, 347 Madison Avenue, NEW YORK

## U. S. Player Rolls

At Your Own Price

We are confining our business strictly to Talking Machine Accessories and have several thousand rolls to sell at auction by mail. Will gladly send you a list of numbers on hand. *Make your bid.*

WALTER S. GRAY CO.  
942 Market Street, San Francisco



Christmas Greetings  
*and may*  
Okeh Records  
Bring  
Prosperity and Cheer  
To All

During the coming New Year, when in need of the  
best in Service, call upon

The Consolidated Talking Machine Co.  
and remember that increased business depends upon your  
being an agency for

Okeh Records

CONSOLIDATED TALKING MACHINE CO.  
227 W. WASHINGTON STREET CHICAGO, ILL.



**Barrientos, the golden-voiced soprano, sings "Salut à toi soleil" from *Le Coq d'Or*; her flexible coloratura sweeps to new heights in this record, Columbia 49386.**

**Columbia Graphophone Co.  
NEW YORK**



### EDISON SALESMANSHIP SCHOOLS

**Plans Completed for Coast-to-Coast Itinerary of Salesmanship Schools—First Schools Will Open During February in Boston and Philadelphia Simultaneously—William Maxwell in Charge of Important and Far-reaching Sales Work Instituted by Thos. A. Edison, Inc.**

ORANGE, N. J., December 5—The program for the salesmanship schools to be conducted by the phonograph division of Thomas A. Edison, Inc., is progressing very rapidly and successfully. The total enrollment of dealers and their representatives now exceeds two thousand, and twenty-two classes have been definitely established in twenty-two leading business centers.

The first two schools will be conducted during February in Boston and Philadelphia. The dates on which these schools will be opened will be simultaneous and, in fact, most of the school program has been worked out so that two conventions will go on simultaneously.

William Maxwell, first vice-president of Thomas A. Edison, Inc., with a staff of assistants, will make a coast-to-coast trip, during which he will pay, together with his staff, an important role in each salesmanship school.

As stated above, Boston and Philadelphia will be the first two cities. New York and Syracuse will come next, then Toronto and Cleveland, Detroit and Chicago, Indianapolis and Cincinnati, Atlanta and Richmond, New Orleans and Dallas, St. Louis and Kansas City, Des Moines and Minneapolis, Winnipeg and Seattle, San Francisco and Ogden, Utah. The whole series will involve a period of about three months.

The program in each city will embrace one day of dealer conference, one day of mechanical instruction and the rest of the week will be devoted to salesmanship instruction, including special features to be staged by William Maxwell, his associates and the special instructors who have been trained and developed for this salesmanship school work.

The Edison conception of the salesmanship school, the actual material and features to be included in the school and the plan of literally putting the school on the road clear across the continent are the combined work of William Maxwell and Thomas Leonard, sales manager of the phonograph division.

### THOS. F. GREEN AN ADMINISTRATOR

**Popular Victor Wholesaler Elected a Trustee of Village Where He Resides—Returned a Winner by Substantial Majority**

Thos. F. Green, vice-president and general manager of the Selas E. Pearsall Co., New York, Victor wholesaler, is now fulfilling civic duties, as he was recently elected a trustee of the incorporated village of Kensington. This village was only recently formed, having formerly been a part of Great Neck, L. I., and, upon its incorporation, an election was held, at which trustees were chosen for the coming year. Mr. Green

was elected by a substantial majority and he is applying the same high power energy to his new duty as he has given to Victor activities for so many years.

### CLEVER CONTEST WINS PROSPECTS

**Los Angeles Victor Dealer Offers Prizes for Oldest Victrola and Gains Live Prospects—Numerous Replies Indicate Interest**

LOS ANGELES, Cal., December 5—A clever advertising stunt designed to build up the prospect list and also to get a line on owners of old Victrolas, with a view to selling later models to these owners, has been inaugurated by Richardson's Inc., dealer in Victrolas, Grafonolas, records, etc., at 727 West Seventh street, this city.

In his advertising William H. Richardson, president of the concern, announces that a model 80 Victrola will be given to the owner of the oldest Victrola in the city in exchange for the old machine, the owner of the second oldest machine will win a \$10 order for merchandise, and

the third prize consists of a \$5 order. Entries are requested to Richardson's Inc., with name, address, model number, serial number and date on which the record was purchased.

The success of this experiment is attested by the fact that over 400 replies have been received and more are coming every day.

### ACTIVITY AT OGDEN PLANT

LYNCHBURG, VA., December 1—The Ogden National Cabinet Co., Inc., of this city, is receiving very satisfactory orders for its new book-down stand for use on the gramophone, and for the portable and table models. J. B. Ogden, president of the company, reports that they are receiving a heavy press of business and are compelled to increase the production force to take care of it.

A number of small, apparently insignificant sales pay the overhead if you get most of them. Don't neglect small sales.

## 1922! Udell Leads Off!



No. 1402

**I**N the last moments of the old year we want to thank you for your appreciation of the quality and price reasonableness of Udell Cabinets.

And now let's get started on a bigger and more profitable 1922.

Udell leads off with a real leader—a real money maker for talking machine dealers—our No. 1402, here illustrated.

It's a Udell-dependable-quality cabinet through and through. And sensationally priced. Its patented langed rim overcomes selling resistance to table type Victrola IX's.

Wire your order now, collect and let this cabinet start making 1922 records for you.

**Here It Is—**

Made in either mahogany or quartered oak. Holds eight Victor albums. The cat only suggests its superior appearance.

**\$12.15**  
F.O.B. INDIANAPOLIS

**The UDELLWORKS**  
at Indianapolis



## COLUMBIA CO. SECURES ELKINS

Radio Elkins Orchestra to Record Exclusively for Columbia Co.

The Columbia Company has announced that the arrangements had been completed for the Radio Elkins Orchestra to record for the Columbia record library exclusively. This orchestra is one of the best known radio orchestras in the country and in addition musical effects from coast to coast. The orchestra is now playing at the Radio City Ball, in New York, and its first Columbia records will be released to the dealers at the earliest possible moment.

It is in the place where fact, fact and art are to be displayed to advantage, it is in a social state. It is the place where politeness, civility and refinement serve as necessary in the best of society. It is art to smooth out the wrinkles and complaints of the customers and all of it reported at a reasonable price.



## Delivery Envelopes

Art Series  
New Designs

Now that many of the good old records are coming, the 60-day service will be more appreciated than ever.

## NEW LIST OF RECORDS

Every 60 Days

## A Selected List of Victor Records



We Will Be Pleased to  
Play Any of Them for You

Write for samples  
and prices

Order Now for the Holidays

**CLEMENT BEECROFT**  
5546 North 5th Street  
PHILADELPHIA

## HOW MUSIC IN THE SCHOOL HELPS

The Talking Machine Inculcates a Desire for Music as Well as for Education Generally

Much to her parents' surprise, a little girl in a certain Ontario city came home one day lately after having been in a new room at school for a week or so, and intimated that she didn't want to go back, says the editor of the musical page of the Toronto Globe. This attitude towards school was something new as the child had always been very fond of school. When questioned further, she explained that the former teacher had taught them for a little while each day how to like music. By using the talking machine they were taught the tone of the violin, cornet, flute and the other instruments of the orchestra, they were allowed to hear such selections as children can appreciate, sing by famous artists, and they had march records for marching.

The new teacher paid no attention to music other than to sing "O Canada" or some other song now and again. And this was the reason the little girl balked at going to school. The boys and girls themselves know very well how music puts life into all school activities. Music attracts them. It makes them more alert and more responsive. The teacher knows that after a spell of fifteen or twenty minutes at turning the child's mind is much better fitted for the lesson in arithmetic, spelling, geography or grammar. This is one of the reasons why music is being given a much bigger place in the school curriculum than in the past, because as a study in itself, and as a stimulant to other studies music has no superior and few equals.

## KEEP IN TOUCH WITH LEGISLATION

The business man is the king bee of the epoch, and his worst enemy could not call him a drone. He might, under constant temptation, be a drone in political matters, but he is now learning how much good money this is sure to cost him in the end. It is more business prudence that the merchant should keep his eye on legislation. The business man has the future of the country in his hands: the business banker, the business farmer, the business manufacturer, the business man merchant—these are the men whose opinions and thoughtful influence must be the safeguard of confidence and the guarantee of prosperity.

Let us assure the permanency of the new prosperity by making active legislation show as clearly as possible that we are running a business man's government.

## MERIDEN FIRM BUILDING NEW STORE

MERIDEN, Conn., December 2.—Construction of the new Griswold, Richmond & Glock store here is well under way and the company expects that the new quarters will be ready for occupancy by January 1. The Victrola department will be given considerable space in the structure, which is one story in height. There will be seven demonstration booths furnished in Louis XVI style.

## AN ENTERPRISING DEALER

The F. L. Roark Estate, Greenville, Ky., in addition to running a general store in which its large talking machine and record department is one of the features, prints a four-page weekly newspaper which is devoted entirely to matters of interest to members of the immediate community. Much of the advertising space is taken up with excellent copy pertaining to Victrolas, records and other specialties.

## SOLIDIFYING THE BUSINESS

When a business shows the character that has been drawn from the personality of the strongest men in the organization; when every member of that working force knows and understands what the goal for the business is, then there need be no fear that with the passing of any one man the business will go to pieces.

H. N. McMenimen  
Consulting Engineer

Consultation by appointment on every phase of the phonograph industry, including:

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:

Scotch Plains, N. J.  
Tel. Fanwood 1453

Offices:

2 Rector Street, New York  
Tel. Rector 1184

## TEACHERS FAVOR TALKING MACHINE

HARRISBURG, Pa., December 5.—One of the outstanding features of the discussions at the recent convention of the West Virginia State Educational Association was the use of the talking machine as a teaching aid in the public schools. The point was emphasized that the talking machine was particularly valuable in teaching very small children.

## WARTIME STATUE AT AEOLIAN HALL

In the center of the main floor at Aeolian Hall there was recently on display a large bronze statue that recalled the days of the war. The piece, entitled "Back to the Front," showed a group of American doughboys in the act of re-embarking on a ship. Selmer H. Borghum is the sculptor, and his work attracted much attention from the crowds of visitors to the hall.

Don't neglect the customer who says "I'm only looking." The chances are she's interested or she wouldn't look, and a little special interest shown on your part is likely to result in a substantial sale. Your attention in such instances will be appreciated at least and may make a friend for yourself and the store.

No. 35861  
HOLLY  
WREATH

Who pay \$1.00 each year for Holly Wreath, while for a natural holly wreath \$5.00 for \$1.00 but you have to change them at cost of \$1.00 to \$1.50 per year.

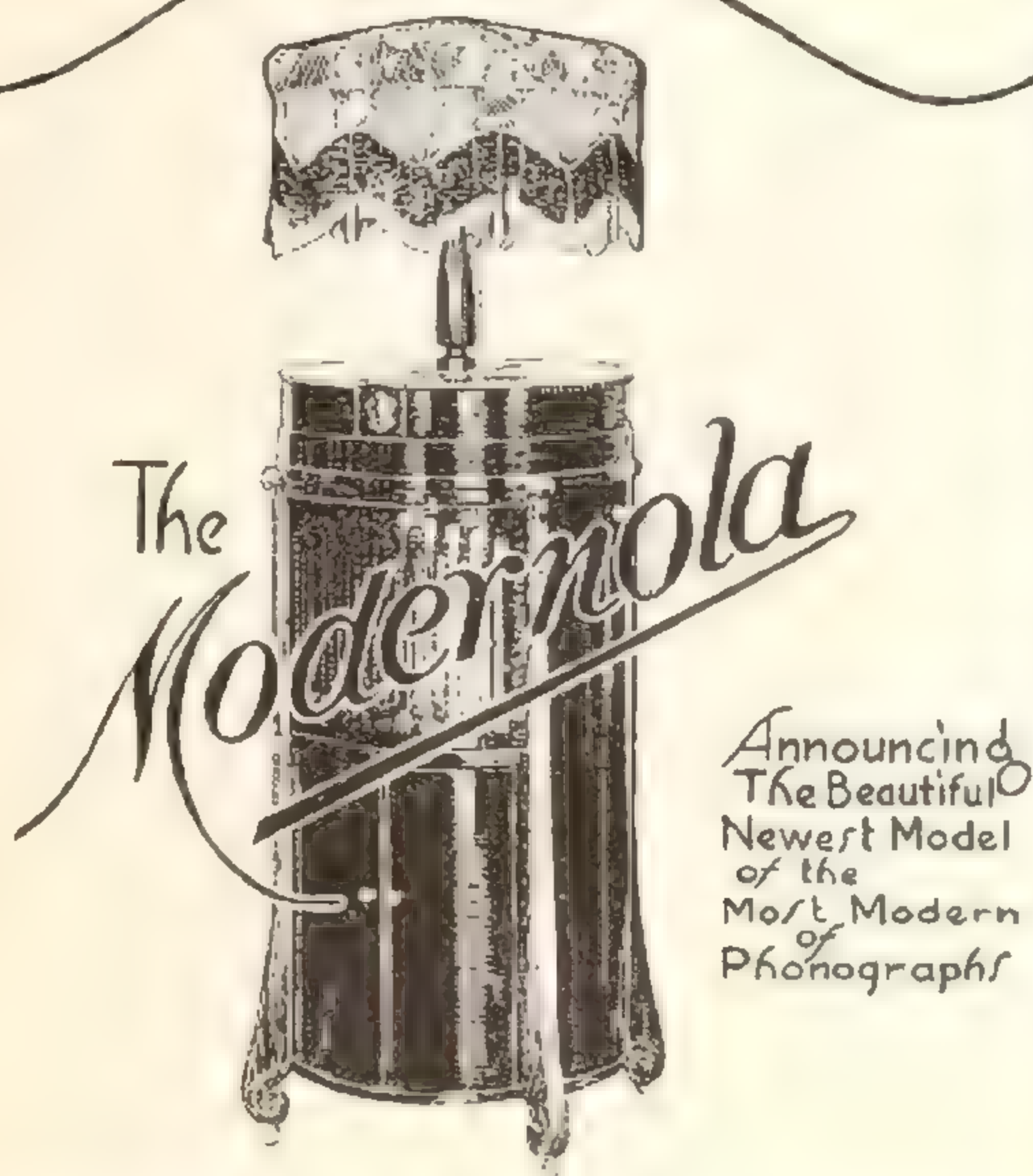
My XMAS CATALOGUE No. 35

with illustrations in colors of Artificial Flowers, Plants, Trees, Hanging Baskets, etc., mailed FREE FOR THE ASKING.

**FRANK NETSCHERT**

No. 61 BARCLAY ST., NEW YORK, N. Y.





## The Outstanding Feature In 1922

The Modernola for 1922 represents the "latest word" in phonographs. Its ensemble is perfect—absolutely different shape, beautiful finish, artistic appearance and what is most important—wonderful tone. It is built for Tone, Beauty and Utility. The same tender care that a violin maker puts into his instrument is put into the Modernola and makes it more than just a phonograph.

### Our New Plant

Our new building and new and improved equipment give us wonderful facilities for taking care of all production demands. It means that we are able to take care of orders on the very shortest notice and thus increase the value of our Service. Don't overlook the fact that we guarantee our instruments.

### Vigorous Advertising

Already we have begun a campaign for our Eastern Dealers, using New York Sunday papers directly in the interest of our dealers. It is part of a plan which we will extend over our entire territory and is sure to be beneficial to you. Advertising and Merchandising Helps and real sales-producing ideas are included in our plans for 1922. They are all every bit as unique as the Modernola.

**The Modernola Company**

Johansstown, Pa.

## To All Our Friends--

We desire to extend our Heartiest Greetings and Best Wishes. The many kind words and sympathies expressed after our fire have not gone unnoticed. Our new duty now is to give fullest support to the movement to spur the nation's business to full production in 1922. Let us all join in this.

## Get Busy Now!

The Modernola should form a big part in your plans for 1922. It offers an absolutely new angle. Just write at once and address Dept. D.

Eastern Sales Representatives  
**Modernola Sales Co., Inc.**  
929 Broadway New York City





The examples shown are by  
 1-HENRY TALKING MACHINE CO.  
 2-P. ERIK & SONS  
 3-RANDY PHONOGRAPH CO.  
 4-SONORA PHONOGRAPH CO.  
 5-THOMAS & EDISON, INC.

A few of the many who consider "Domes of Silence"  
 Standard Equipment for Furniture

*It makes no difference whether Furniture is of the highest grade or of the lowest grade*

## **DOMES of SILENCE**

*still remain*

the perfect furniture footwear and are standard equipment for all furniture except Pianos and Refrigerators. They protect furniture, floors and floor coverings.

HENRY W. PEABODY & CO.  
 17 STATE STREET NEW YORK CITY

**Specify DOMES OF SILENCE**

A mark of better furniture regardless of its cost

P1

*What we say above about Furniture applies also  
 to Phonographs*



# LEARNING LESSONS FROM CARUSO'S AND OTHER RECORDS

Henry T. Finck, the Eminent New York Critic, Says DeGogorza's Are Models—His Tribute to Caruso as a Teacher in the Domain of Music—Praise for Elena Gerhardt

In his always delightfully written and interesting musical department in the New York Evening Post the veteran Henry T. Finck "took his pen in hand" the other day and paid tribute to the true value of the high-class records of to day, placing special emphasis on the Victor recordings of Caruso, De Gogorza and, incidentally, the great singing of Elena Gerhardt. Progressive dealers and salesmen should find this comment, which follows, worthy of their consideration:

"When Caruso was first asked to make talking machine records he wanted 200,000 francs (\$40,000), for which sum he was willing to sing at any time whenever a new record was wanted. The Victor people tried to make him sing for them on a royalty basis, but for a time he stubbornly refused. At last he yielded—fortunately, for the very first year's royalties exceeded the lump sum he had asked. Then they doubled and trebled, and to day, I have read somewhere, he has got \$200,000 a year from the royalty on his records in place of the 200,000 francs for all time he wanted.

"The Caruso records have done a great deal not only to delight but to educate the American public. He sang the great operatic arias, and he sang them as few tenors have known how to sing them—not only with a voice of ravishing beauty, but with the superlative art of a great musician. Had he possessed nothing but a fine voice his records would still have given pleasure, but they would not have been educational. What makes them educational is that Caruso was a musician as well as a singer; that is, unlike most singers, he phrased melodies and shaded them with the same subtle art we admire in Kreisler or Paderewski. Teachers of singing who do not use the Caruso records to help them in their difficult task are not up to date. I would not trust them round the corner.

"Last Sunday recitals were given here by two

vocalists whose records also should be used everywhere for educational purposes as well as for the pleasure they give. They were by Elena Gerhardt and Emilio de Gogorza. It has been said that all singers, however great, are aided in their art by making records for the talking machine. Knowing that every little flaw in their singing for the machine will be perpetuated, maybe for all time, they do their very best, realizing vividly that trifles make perfection and perfection is no trifle.

"Now, Emilio de Gogorza has not only made many records, but he was for seven years artistic director of one of the talking machine com-

panies, and he is a man who knows how to get the best results. He is a man who is pressing that his own records are not only light and easily taken up, but that they are

shall I say I should like to hear them. Both his voice and his style are perfect. He would sing in opera and in the concert halls.

"Concerning Elena Gerhardt, I remember Monday that her wonderful singing of 'Death and the Maiden' was heard in the Concert Hall at the opera, and that it was repeated in millions of talking machine records. Much excellent work is now being done in schools to give pupils an elementary musical education. What is most needed is to teach them how to enjoy good music and have value and reasonable enjoyment of the day."

## SONORA PRODUCTION SPEEDS UP

Rush orders from Sonora dealers in preparation for the holiday business boom are keeping the Sonora factory at Saginaw, Mich., speeded up to capacity. Experienced workers are being added daily to the force at the plant and during the past six weeks the total number of workers has been increased to 600 men. More men are receiving employment as rapidly as possible and production has also been given impetus.

## BAKER BUYS VICTROLA STOCK

COLUMBUS, O., December 3.—Announcement is made that C. C. Baker, music dealer, at 43 South High street, has purchased the stock of Victrolas, Victor records and sheet music in the Goldsmith Music Store, 69 South High street. The stock will be transferred to the Baker store. Goldsmith will continue to handle pianos.

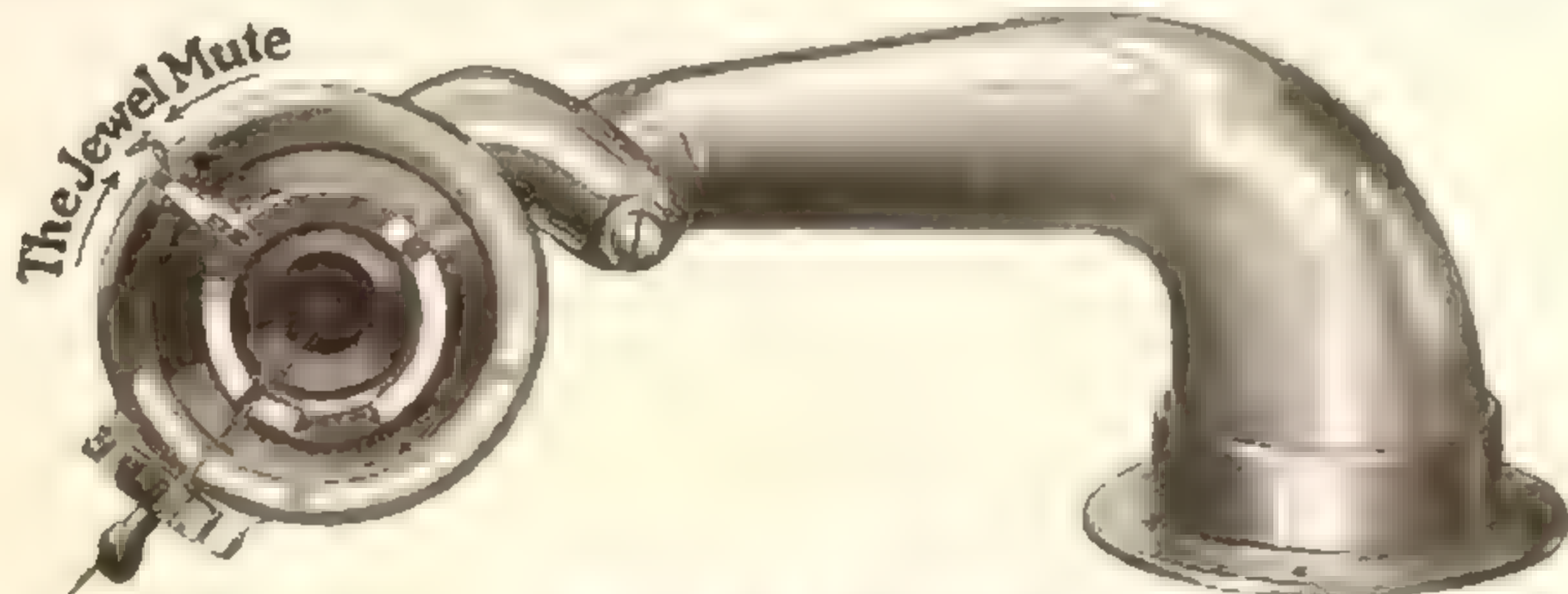
It was Garfield who said, "If you are not too large for the place you occupy, you are too small for it," and it was the succinct expression of a truth older than Babylon.

## SERVICE AFTER THE SALE

The Peerless Phonograph Shop Sends Personal Letters to Buyers of Victrolas and Secures New Prospects and Builds Good Will

CONCORD SPRINGS, Conn., December 3.—The Peerless Phonograph Shop, Victor dealer, has gone a little further than most talking machine merchants in the way of service to customers. Shortly after the sale of each new Victrola a personal letter signed by the salesman responsible for the sale is written to the buyer enclosing a card to be filled out and returned to the store. The cards have space for the names of new prospects and questions as to whether the purchaser is entirely satisfied with the new machine, asking also if there is any further service which the firm can render. A personal letter of appreciation is also sent to anyone who has completed his payments on a Victrola.

The Hamilton Shop, musical instrument dealer, at 49 Wall street, Norwalk, Conn., has been entirely renovated and redecorated. The Victor department has been greatly enlarged.



## FEATURES

**L**ARGE diaphragm and long stylus bar lengthens vibrations, producing a deeper and more natural quality of tone.

Perfectly balanced in accordance with carefully worked ratios and with regard to co-ordinate parts, this tone arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible. Surface sounds almost entirely removed.

Throw-back design permits of easy access to needle socket. Saves records from unnecessary scratching.

PLAYS ALL RECORDS  
No. 2 Round Tone Arm and Reproducer



**K**KNOWN the country over for its excellent quality of tone and natural, life-like reproduction of all musical tones, and its great volume. This tone arm on your machine spells success, because of its high standing in the Phonograph World.

Made only in 8½-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or **NOM-Y-KA** diaphragm.

## THE JEWEL MUTE

**C**ONTROLS volume just like the human throat. Built in the reproducer and functions in such a way that the length of vibrations is minutely regulated and the tone reproduced to a softness and clearness that are remarkable.

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaired passage throughout tone arm and chamber—Not "Muffled" or "Choked" as with ordinary type of tone modifier.

Perfect regulation without in any way changing character of tone.

**JEWEL PHONOPARTS COMPANY - 154 W. Whiting St., Chicago**



### VICTOR ARTISTS IN CINCINNATI

Appear in That City Under Auspices of Baldwin Co. and Praise Baldwin Grand Piano

CINCINNATI, O., December 3.—The Eight Famous Victor Artists, who have been making a concert tour of the country, appeared recently in this city, under the auspices of the Victrola department of the Baldwin Piano Co. and attracted a capacity audience.

Following the concert the Victor artists visited the Baldwin Piano Co. warerooms and are shown herewith grouped about the Baldwin concert grand piano, an instrument similar to the one used at the concert. The artists were enthusiastic regarding the Baldwin piano as an instrument to accompany their voices.

They are from left to right, Frank Croton, Billy Murray, John Meyer, Henry Burr, Monte Silver, Frank Santa and Albert Campbell. Fred



The Eight Victor Artists in Baldwin Co.'s Warerooms

Van Rips, the eighth member, was not present when this group picture was made.

Cincinnati hospitality overwhelmed the gentlemen and their appreciation reflected itself in the song, "When Good Fellows Get Together" just before the camera clicked.

### DOLLS DANCE TO BRUNSWICK MUSIC

One of the unusual shops on Fifth Avenue, New York, is that of Mme. Georgene, who specializes in walking dolls. Novelty is added to the display of the dolls by having them dance in almost human manner to the music of a Brunswick phonograph presented to Mme. Georgene by the Brunswick Co. for that purpose.

### DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS  
TONE ARMS  
REPRODUCERS

CASTINGS  
Grey Iron  
and Brass for

TURNABLES  
MOTOR FRAMES  
TONE ARMS  
HORNS and THROATS

Stylus Bars  
Screw Machine Parts  
Talking Machine Hardware

Direct Quantity Importations On { JEWEL and STEEL (Bulk or Packed)  
PHONOGRAPH NEEDLES  
GENUINE RUBY BENGAL MICA

## D. R. DOCTOROW

Vanderbilt Ave. Bldg.  
51 East 42nd Street, New York  
Tel. Vanderbilt 5402  
Murray Hill 800

### TELEGRAPHONE CO. INVESTIGATION

Supreme Court Orders Inquiry Into Affairs of Telegraphone Co., of Springfield, Mass.

WASHINGTON, D. C., December 4.—An examination into the records of the Telegraphone Co. of Springfield, Mass., has been ordered by the District of Columbia Supreme Court. Herbert L. Davis, auditor for the court, has been ordered to make the examination of the corporation, which has a capital stock of \$2,000,000 and 17,000 stockholders, with a view to going over the accounts of the company and listing the stockholders the amount of stock owned by each and their addresses.

The company, which has been in the hands of William Clark Taylor, Federal receiver, since December 13, 1920, manufactured the instrument which was recently

patented by the Bureau of Standards to such an extent that it would record human heartbeats, the sound of a person breathing and the almost inaudible sound of a mobile passing through water.

The receivership was due to a quarrel among the stockholders, one faction being led by Hugh P. O'Rourke and certain officers. The company is a going concern, its principal product being the Telegraphone, the invention of Vladimir Poulsen, a Danish scientist, and which is not unknown to the talking machine industry, as in years ago a number of exhibitions of this device was made. The mechanism consists mainly of a coil of wire of high carbon content, more than 1,000 feet long, which, as it unwinds and

winds up on another spool, will record, with the aid of an electro-magnetic device, delicate sounds.

Experiments are now going on in Springfield to produce a high-powered recording machine which can be used to produce conversation and music with motion pictures.

### RECORDS AS CHECKING SYSTEM

Novel Suggestion From Paris Is to Check Up the Singer's Progress in a Conservatory by Means of Frequent Recordings of the Voice

Judging from a recent dispatch from Paris, the talking machine record laboratory should become a very important appendage to the conservatory of music. It is now proposed to start a checking system which will show whether a professor is really aiding his pupils. When the latter enter a master's classes a phonograph record of each voice in some aria is to be made and kept under seal for six months, when the pupils will be compelled to make new records to be compared with the originals. Judges will then decide whether the voices are developing, and if the professor's work is not showing results, and if opera is thereby likely to be robbed of new stars, the pupils will be recommended to try a new teacher and a new set of phonograph records.

### VICTOR SALES HELPS DISTRIBUTED

CAMDEN, N. J., December 5.—The Victor Talking Machine Co. has distributed to dealers throughout the country three hangers containing special December lists of records. One of the hangers contains a list of foreign records. In addition, dealers are supplied with window streamers, numerical pasters and advance copies of Victor advertisements which are to appear in December issues of publications with a national circulation.

The T. P. Duhon Merc. Co., of Biloxi, Miss., has installed a new Victrola department, with C. W. Baker in charge.

## The Season's Greetings

*The year that is ending has accomplished much in the stabilizing of conditions and the return towards normalcy in the Talking Machine Trade. The outlook for the year ahead is bright. At this important period we therefore extend our heartiest holiday greetings and our wishes for a prosperous New Year.*

# The William Phillips Phono Parts Corp.

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

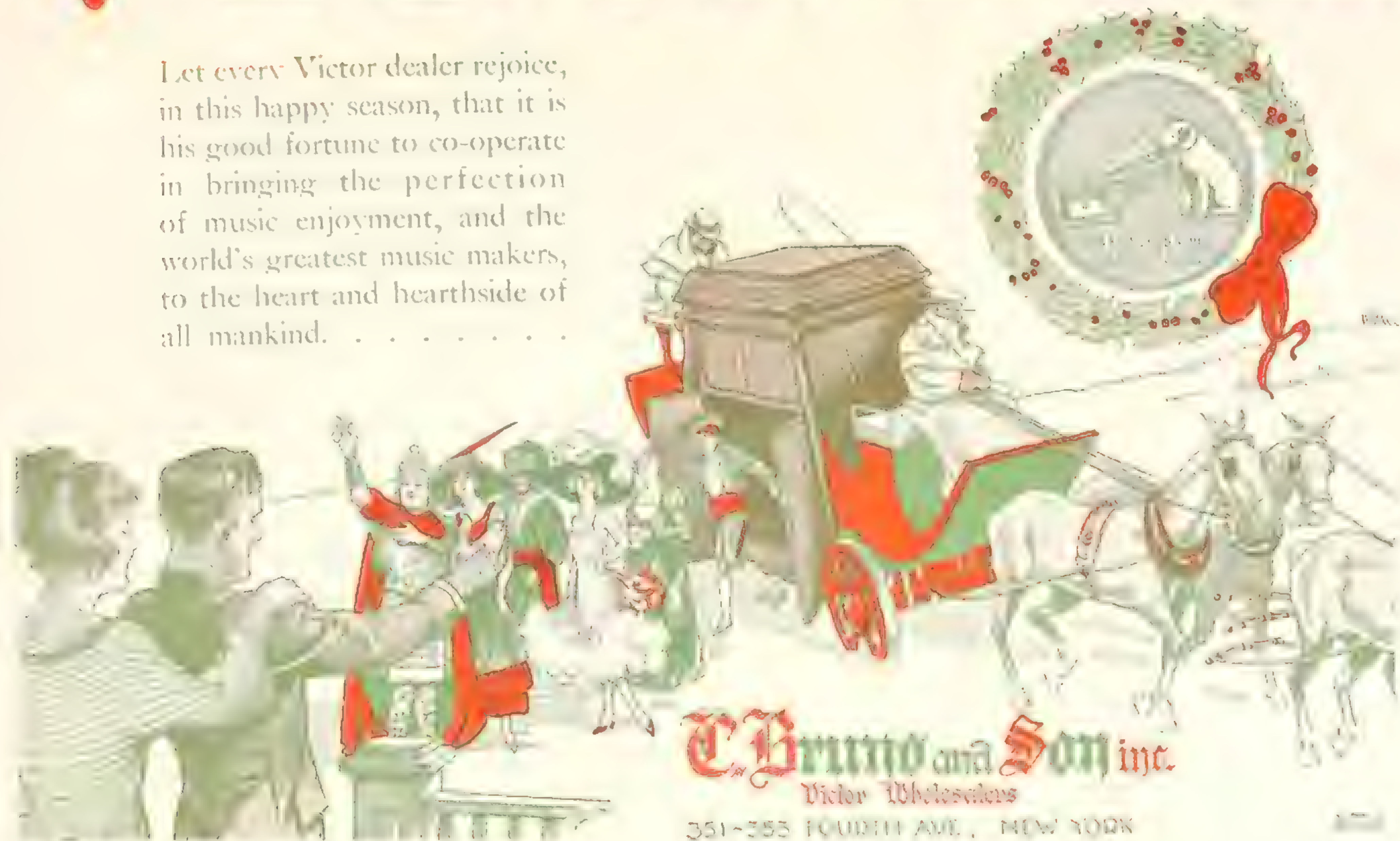
145 West Forty-fifth Street

New York City



# Victrola

Let every Victor dealer rejoice,  
in this happy season, that it is  
his good fortune to co-operate  
in bringing the perfection  
of music enjoyment, and the  
world's greatest music makers,  
to the heart and hearthside of  
all mankind. . . . .



**E. Britto and Son Inc.**  
Victor Wholesalers

351-353 FOURTH AVE., NEW YORK



## THE MAGNAVOX RADIO AMPLIFIER

Proving Very Popular as a Means of Stimulating Interest in Records—General Condition of Business Shows Steady Improvement

The New York office of the Magnavox Co. reports that talking machine dealers throughout the East are making timely use of the Magnavox in promoting the sale of records and many Magnavox sales to new dealers have been made. It seems that the record business has not shown the same measure of improvement as has that of talking machines, Magnavox officials state, but dealers who have featured the Magnavox are more than holding their own in record sales.

One particular phase of Magnavox business, the Radio Amplifier, has been meeting with great success in every section of the country. This device is being sold to talking machine dealers who are placing it in the homes of their customers, thus enabling them to enjoy the mighty concerts sent out by radio stations situated in many localities throughout the country. The Radio Amplifier is designed for this particular use and will reproduce music sent from many miles away as loud and clear as the ordinary talking machine in the home.

"The Radio Magnavox," remarked W. R. Davis, Eastern sales manager of the company, "is found to meet with increased demand, as it opens up a field never before exploited. We firmly believe that in time every home will be equipped with this device, as not only music can be heard through it, but the latest news, market reports, etc., can be received as well under the most desirable conditions." Mr. Davis said further that talking machine dealers are getting real results in record sales by use of this new and novel way of advertising their records, as machine owners, after listening to a radio concert, write down the name of the record that appeals to them and telephone or call for that record when the dealer delivers at a sitting or the time when it will be used in demonstrating the record at the store.

## INAUGURATES SALES SCHOOL

Sonora Jobber Meets Success With Salesmanship School—Discuss Practical Sales Problems

SALT LAKE CITY, Utah, December 3.—Albert L. Kirk, who for several years was associated with several well known talking machine concerns in this territory, recently joined the Sonora division of the Strivell-Paterson Hardware Co., of this city, Sonora jobbers. Mr. Kirk is actively making his presence felt among the Sonora dealers in this section, as he is giving them augmented service and co-operation.

One of Mr. Kirk's first innovations was the organization of a class in Sonora salesmanship. Some of the subjects that have been discussed at this class are "Securing Prospects for Upright and Period Models," "House-to-House Canvassing," "Competitive Demonstrations," "Demonstrating Records," "Contracts," "Refinishing Damaged Cabinets," "Motor Repair Demonstrations," "Advertising Your Store and Service."

Speaking of this undertaking, Mr. Kirk said: "Every class will be full of good practical work. No one-drawn theories, but the accumulated results of actual experience in selling Sonora and collecting the money. Every important phase of the Sonora business will be discussed and explained by men who, by training and experience, are recognized experts in their line and attendance at these classes cannot help but make a better salesman or saleswoman out of every person who attends the course."

"Dealers are privileged to send not more than two persons to each class, the men and women most capable of absorbing what we have to offer, for in their return we want every dealer to realize in dollars and cents the benefit they have derived from our co-operation at this end."

Frederick T. Stone, proprietor of the Colonial Inn, Keokuk, N. H., has organized the Colonial Music Co. and is handling Parlophon phonographs from his hotel. He plans to open a music store in the near future.

## JOINS STRAND ORGANIZATION

E. M. Burn, Web Direct Strand Export Agencies—Well Known in Export Field

CINCINNATI, Ohio, December 3.—E. M. Burn, who has been in the export business for many years, has joined the Strand organization, which is the largest of its kind in the world. Mr. Burn is now president of the organization, which is a combination of the Strand organization and the Strand organization. He is now president of the organization, which is a combination of the Strand organization and the Strand organization.

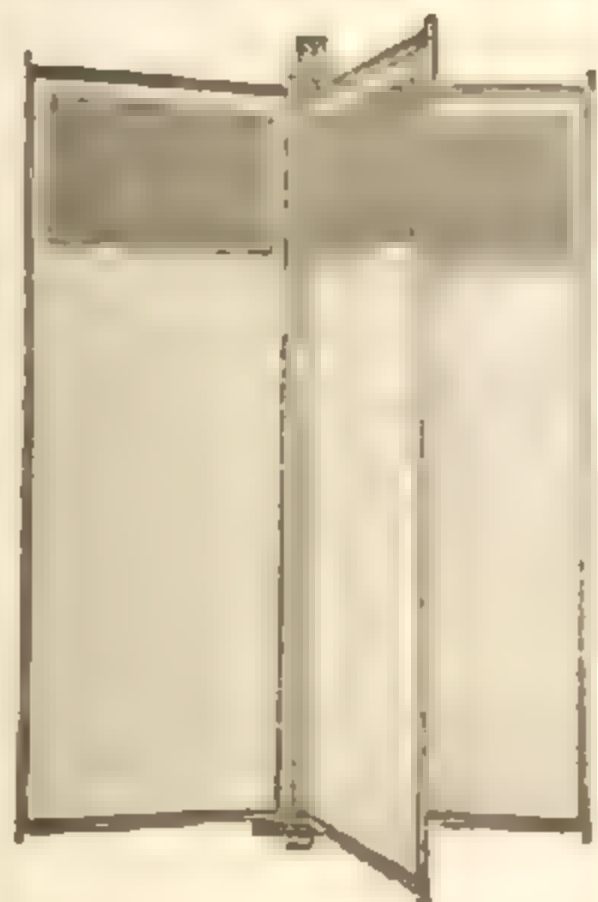
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## FORBES-HUNTOON MUSIC CO. FORMS

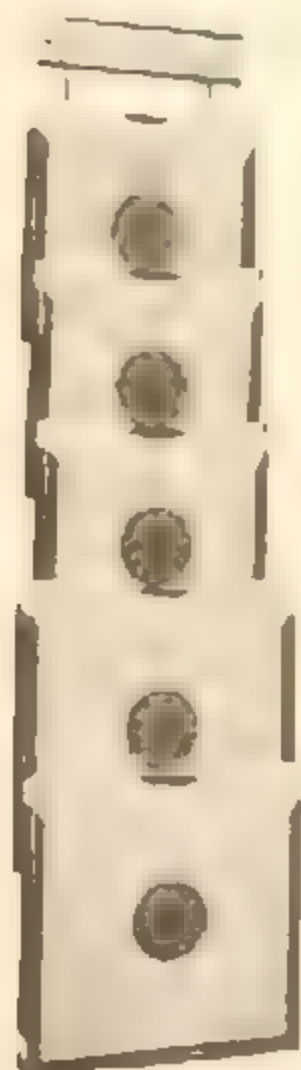
CINCINNATI, Ohio, December 5.—Warren A. Forbes, proprietor of a local drug store, and L. C. Huntoon, formerly manager of the local King & Campbell Music Co.'s branch, have combined forces, forming the Forbes-Huntoon Music Co. In addition to records and musical instruments, Victrolas and Brunswick phonographs and records are handled by the enterprising men who are back of this company.

## NEW JERSEY INCORPORATION

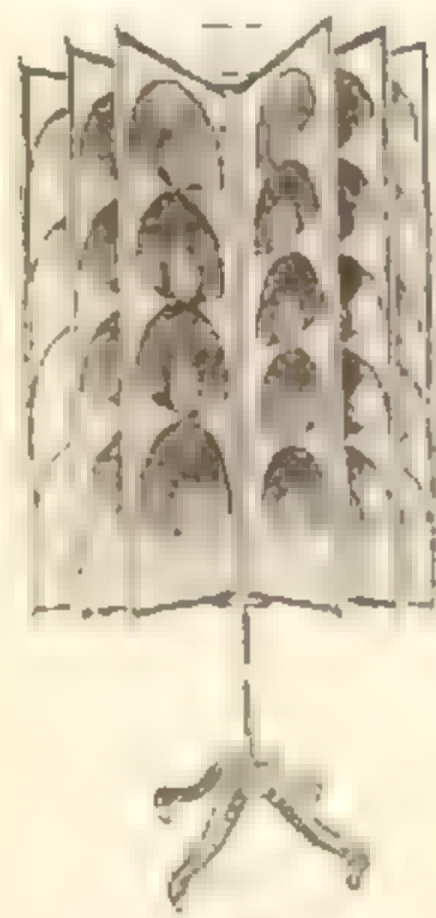
A charter of incorporation has been granted to the Spryphon Phonograph Co., of Paterson, N. J., under the laws of that State, with a capital of \$25,000. Incorporators are Robert B. Fisher, of Ridgewood, N. J.; Walter Giffman, of Hoboken, N. J., and Garrett Van Cleave, Clifton, N. J.



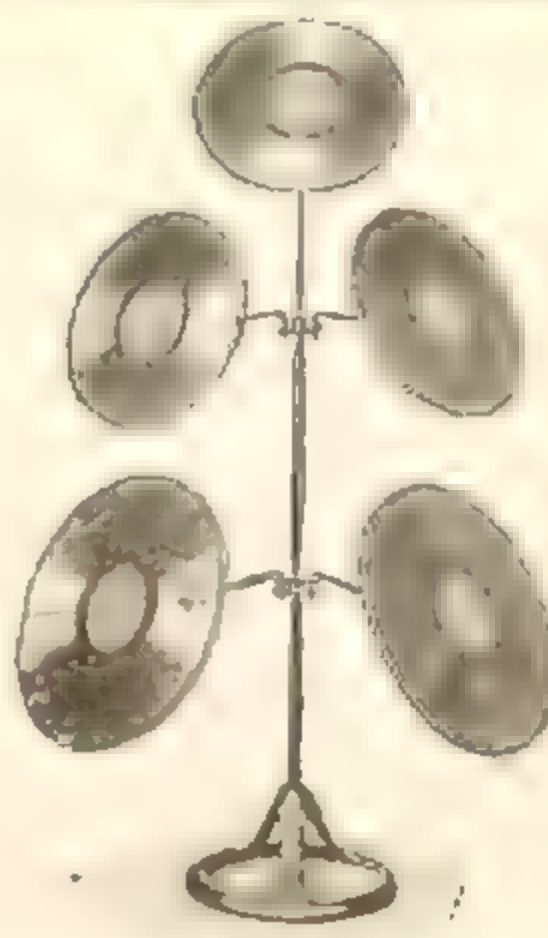
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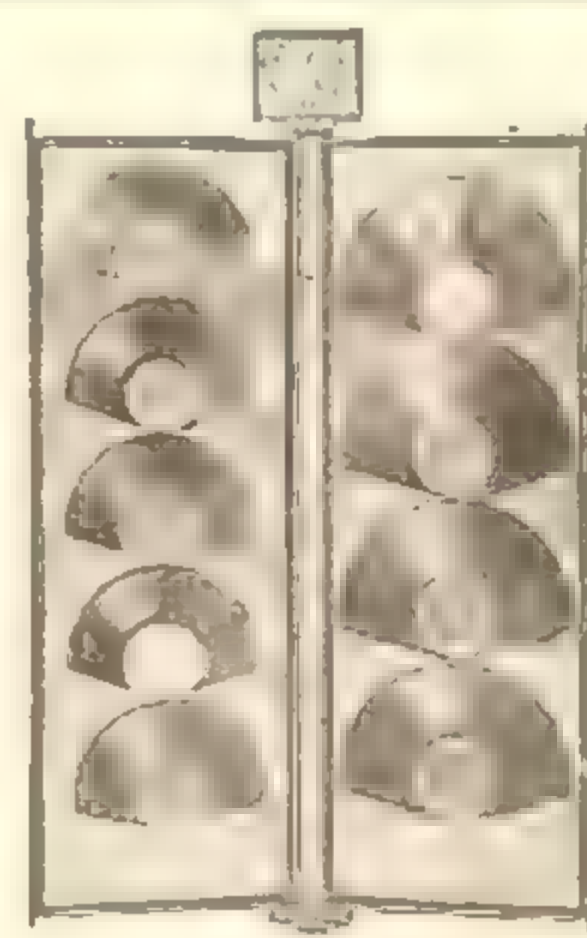
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No. 551



No. 551



No. 550

## Universal Self-Service Displayors Are Necessary in the Busy

Holiday Season, if you want to take full advantage of your record sales possibilities. The SELF-SERVICE features of the DISPLAYORS enable your regular customers to practically wait on themselves, enabling you to take good care of your trade with fewer salesmen and less expense.

Neat — Inexpensive — Attractive — They Earn Many Times Their Cost in Increased Sales

Ask Your Jobber—or Write Direct to

**UNIVERSAL FIXTURE CORPORATION**  
133 WEST 23rd STREET  
NEW YORK



# Emerson Records

The most careful discrimination has been exercised in selecting an Emerson list for January that excludes records whose popularity must be limited, to give place for the best that the

early new year has to offer.

It's a gratifying experience to start a new year auspiciously.

Insure your gratification thru Emerson Records.

## January Emerson Release

### DANCES

- |       |  |  |
|-------|--|--|
| 10467 | { MY SUNNY TENNESSEE (Kalmar-Ruby-Ruby) Fox-trot<br>GYPSY BLUES (Sissle-Blake). Fox-trot                     | } Lanin's Southern Serenaders  |
| 10468 | { WABASH BLUES (Fred Meinken). Fox-trot<br>BLUE MOON (Burtnett-Marcasie). Fox-trot                           | } Merry Melody Men   |
| 10469 | { SAL-O-MAY (Robert Stolz). Fox-trot<br>DREAM OF ME (Hickman-Black-Jerome). Fox-trot                         | } Plantation Dance Orchestra   |
| 10470 | { SUSQUEHANNA SHORE (Harry D. Squires). Waltz<br>GOOD-BYE, PRETTY BUTTERFLIES (Hellen-Cooke-Olman). Fox-trot | } Green Brothers' Novelty Band   |
| 10476 | { DAPPER DAN (Brown-Von Tilzer). Fox-trot<br>THE MISSING LINK (Chris Smith). Fox-trot                        | { Lanin's Roseland Orchestra<br>Ray Muller's Black and White Melody Boys |

### VOCAL NUMBERS

- |       |   |                                  |
|-------|---|----------------------------------|
| 10466 | { SAY IT WITH MUSIC. From Musical Production "The Music Box Revue" (Irving Berlin). Tenor Solo, Orch. Accomp.<br>SONG OF LOVE. From Musical Production "Blossom Time" (Romberg-Donnelly). Tenor Solo, Orch. Accomp. | } Richard Bold                   |
| 10475 | { WHEN FRANCIS DANCES WITH ME (Ryan-Violinsky). Comedy Song, Orch. Accomp.<br>I'VE GOT MY HABITS ON (Smith-Schafer-Durante). Character Song, Orch. Accomp.  | { Fred Hillebrand<br>Ernest Hare |

### STANDARD AND SPECIAL SELECTIONS

- |       |  |                      |
|-------|--|----------------------|
| 10471 | { OWL AND PUSSY CAT (R. de Koven). Male Quartet<br>A COLLEGE MEDLEY. Male Quartet  | } Strand Quartet     |
| 10472 | { DIXIE MEDLEY. Banjo Solo, Orch. Accomp.<br>COCOANUT DANCE (A. Hermann). Banjo Solo, Orch. Accomp.                                    | } Fred Van Eps       |
| 10473 | { AT DAWNING I LOVE YOU (Eberhart-Cadman). Tenor Solo, Orch. Accomp.<br>ASTHORE (DARLING) (Bingham-Trotter). Tenor Solo, Orch. Accomp. | } Walter Vaughan     |
| 10474 | { DOAN YA CRY, MA HONEY (Noll-Smith). Male Quartet<br>SWEET ADELINE (Gerard-Armstrong). Male Quartet                                   | } Four Harmony Kings |

*Emerson foreign language catalogs are listings of the best recordings in Italian, Hebrew-Jewish, German and Polish*



## The Emerson Phonograph Co.

317 So. Wabash Avenue  
Chicago

206 Fifth Avenue  
New York City



# HOUSEKEEPING SET TO MUSIC

Floors Mopped in Waltz Time and Other Home Duties Cared for in Rhythm

"Housekeeping, like dancing, is simply a matter of rhythm," announced the music student as she moved about the living room, picking up papers and flicking ashes off the mahogany table to the tune of a snail fox-trot ground out by the talking machine. The early morning visitor blinked as she removed her umbrella and gloves from the contralto's cyclone path.

"You do such interesting things, Marion," she said. "Tell me, do you always lubricate the domestic machinery with fox-trots?"

"No," returned Marion, pausing to reward the talking machine. "But I make it a point to do all the housework to music of one kind or another." As the fox-trot tied a polychromatic death she continued:

"I figured it out myself from an article I read somewhere about bricklayers or factory workers using rhythmic movements so they wouldn't get tired so easily. If factory workers, why not housekeepers, and if rhythmic why not the talking machine? So I'm sweeping to music this morning, you know. I never did care much about sweeping, and you've no idea how much easier the music made it. Faster and more enduring, too, because I found that it's play something I like. I don't think as much about the sweeping."

"It's the same with other sorts of housework, too, and mother is convinced I make her go out and vote and shop and attend her club meetings while I just turn on the talking machine and whizz through the work. A little swing, a little sweep and there you are."

"But not always to fox-trots," pleaded the visitor. "Your mother would never let you wash that Sunday-gown-meeting dress and cat-glass of hers to fox-trots."

"Well, no," the music student admitted. "I vary the music, of course. For instance, when I'm just going around picking up things I play something light and high-stepping—something rather Broadwayish."

She started toward the talking machine again, but the visitor held out a warning hand. "Not yet," she urged. "Do sit down and rest for a moment. You must be tired!"

The music student believed credit providentially on the arm of a chair and began sorting a pile of old newspapers. "When I sweep," she went on, "I usually play Wagner, especially the 'Ride of the Valkyres,' and there are some nice long broom strokes in the 'March' of music."

"I mop the floors to slow waltz music and for scrubbing I play the most rancorous piece I can find—Chopin's Funeral March, or something like that. On wash day I leave the doors open and stuff clothes into the washing machine to the tune of the 'New World Symphony' while for washing dishes I play something

# Value of the Approaching Inventory Season

By J. H. TREGOE, Secretary-Treasurer, National Association of Credit Men

Inventory statements should be checked and double-checked most generally at the close of this year, probably the most difficult and complicated year of the nation's industrial history. Every credit manager should know what his customers have been doing, how wisely they have handled conditions, how prudently they have bought merchandise, how skilled they have been in maintaining themselves during adverse conditions. Securing the statement in proper form and having the ability to interpret the goods equipment for the credit manager. There should be read in every statement given these days the real character and capacity back of it. These human qualities should be analyzed and weighed far more in determining the intrinsic value of a credit risk than has ever before occurred in the interpretation of business statements.

This paragraph will not permit us to point out the relations of various parts of the statement to one another, but this information is available. It should be passed to every credit manager, and even when contradicted by a dishonest business there should be no hesitation in fact, there should be a better determination than ever to obtain true statements and have future credit favor governed in the largest measure by what they tell. Nothing is really needed more than just this kind of an effort so as to put the financial statement in its proper place, and together with the ledger experience, make one of the finest and safest determinations of credit risks.

"Nothing—Mozart or Chopin or any of those nice old decks."

"My dear," said the visitor, "you're a genius. Perhaps you can make the fine musical accompaniment for the dishes, especially if you're a good cook. I'm sure my more rhythmic or rancorous the enjoyment."

The music student paused for a moment with a narrowed brow.

"That's easy," she announced at last. "Play some of this ultra-modern music that has scales and keys and things all its own and that sounds like a truck wagon rattling down an empty street at dawn or a swarm of flies buzzing around a open bowl." N. Y. Sun.

## CLOSE OUT THE BUSINESS

The stock of Cushman & De Verner, Inc., music dealers, at 56 Green Street, New York City, who recently were declared bankrupt and placed in the hands of a receiver, was sold at auction this week by Clay Shuman of auctioneer for the Southern District of New York. The stock consisted of musical instruments and equipment of all kinds of sheet music, talking machines and records.

We are approaching the close of the year and credit reports are being sent out in great numbers. The inventory statement is one of the most important of these reports, and it is of great importance that it be made in a way that will reflect the true condition of the business. It is not enough to state the facts, but it is necessary to state them in a way that will reflect the true condition of the business. It is not enough to state the facts, but it is necessary to state them in a way that will reflect the true condition of the business. It is not enough to state the facts, but it is necessary to state them in a way that will reflect the true condition of the business.

One of the great questions at this juncture is how merchandise shall be appraised. If there is a real shortage for a business, especially one of long standing, to offer a financial statement which shows a loss of ground from former years and due largely to a depreciation in merchandise.

Meanwhile, unless the statement reflects the liquidating value of a business, it is of no advantage either to the maker or receiver. Even though the statement merely balances, when it is made in good faith and reflects the liquidating value of the business, the character and capacity of the makers to take into account will be accepted as a basis for further credit favors in a larger measure than if the statement were padded and did not show exactly the liquidating value of the business.

## OPENING OYSTERS TO MUSIC

Oyster Packing Concern Increases Production by Means of a Grafonola

COLUMBIA, Md., December 4.—The Eastern Shore Music Co., of this city, Columbia dealer, recently sold an A 2 Grafonola to the Robbins Oyster Packers Co., which is being used in the packing room. Referring to this purchase, Mr. Robbins recently said: "We can now get a surplus of sauckers who turn out half again as many oysters as the men formerly did before the Grafonola was installed. It is certainly an unusual sight to see the negro sauckers opening oysters to the tune of the 'Wang Wang Blues'."

## VICTOR CHRISTMAS WINDOW POSTER

CAMDEN, N. J., December 5.—Artistic window display helps in variegated colors for the Christmas season have been sent out by the Victor Talking Machine Co. to Victor dealers throughout the country. The displays consist of posters bordered by holly wreaths and a four page folder showing various ways in which the posters can be used to the best advantage in the window.

To Our Friends:  
Best Wishes for A Merry Christmas  
and A Happy New Year

THE TOLEDO TALKING MACHINE CO.  
TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY



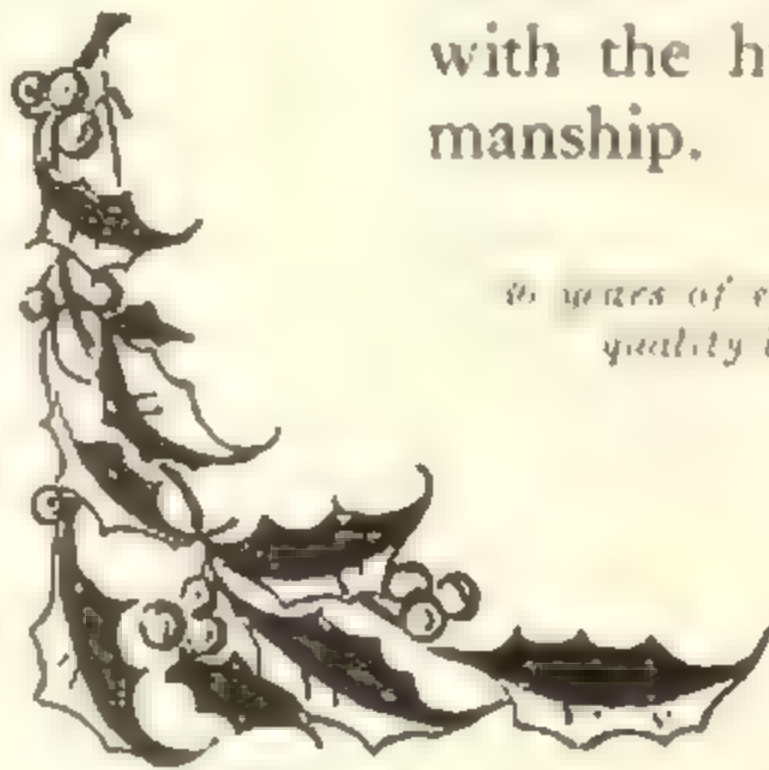


## The Windsor Phonograph

is appreciated by the best trade.  
All

### WINDSOR PHONOGRAPHS

are carved in solid wood with  
distinctive effects in keeping  
with the highest skilled work-  
manship.



*30 years of experience making Windsor  
quality in Windsor Furniture*





## We Can Make Immediate Delivery

This is important to dealers in view of the heavy holiday demand for good phonographs. Write or wire your order immediately to Windsor Furniture Co., 1420 Carroll Ave., Chicago,

or

### EASTERN DISTRIBUTORS:

HYMAN BROS. & COMPANY,  
47 West 34th Street,  
New York City.

Exhibited January, 1922, and succeeding market seasons in

BLODGETT BUILDING,  
Grand Rapids, Michigan,  
and  
continuously at  
1411 Michigan Avenue,  
Chicago.

*The Windsor*  
*Furniture Company*  
Chicago, U. S. A.





# THE GREATEST MUSICAL HIT OF AGES

# The SONG OF LOVE

From "BLOSSOM TIME"

ASK TO HEAR IT!

"You can't go wrong  
with any Teist song"

## DETROIT'S STORES ASSOCIATION INSPIRING EMPLOYEES

C. A. Grinnell, of Grinnell Bros., Playing Prominent Part in Association Which Has Music as Its Central Theme—Attracts Attention of Merchants in All Lines—To Meet in January

Detroit, Mich., December 9. Following on the heels of the successful opening meeting of the Detroit Music Stores Association comes the announcement that in January there will be held in the Light Guard Armory in Detroit one of the biggest meetings of its kind ever held in this section with music as the central theme.

The Detroit Music Stores Association was formed several weeks ago with the main object of inspiring employees of the various music stores in their work and arranging for various community sings, etc. The first meeting two weeks ago was attended by more than 1,000 employees of the eight stores now comprising the Association and its success is history.

When other merchants have eyed one box or another the employees look to the first community sing of the Stores Association they attempted to fall in line with the movement and as a result the committee has literally been besieged with requests from merchants in other lines of trade asking if there is a possibility that they can enter their employees. Some earn room bands, others from dry goods heads and on down the line.

The first meeting was inaugurated with a four minute talk by C. A. Grinnell, vice president of the Grinnell Bros. store in which he told the employees of the benefits that were to be derived from such periodical meetings.

At the big sing meeting to be held in January prizes are to be awarded the different stores and the competition is already beginning to show signs of competition that will end as it is believed that this meeting will be attended by 8,000 employees in eight different stores.

W. E. Lewis, manager of the retail order department of Grinnell Bros., is a member of the committee and the whole organization is

very heartily backing the idea to the limit.

An interesting angle of the music spread in Detroit stores is the idea introduced at the Grinnell store of having a community sing for employees each morning before work is started. At ten minutes after eight all of the employees gather on the floor of the main store and sing their hearts out. They sing popular operatic and popular songs. An orchestra of eleven men in the store plays and each store has an employee to lead the singing.

Vice president Grinnell is greatly inspired by the idea that the employees sing whether in the store or at the community sing. He has found that the employees work with respect for the employer and he says that he will use the idea in his other stores.

## URBAN SHOCKER BUYS SONORA

St. Louis, Mo., December 8. The Music Merchants of this city, Sonora dealer, has reported the purchase of a new model of Urban Shocker, a popular record. St. Louis, Mo., and one of the most popular records in the national game. Mr. Shocker is delighted with the Sonora because it has been found that it is the most popular record in the market.

A new record, entitled "The Sonora" is now on sale. It is a new record of Schmitt & Schmitt, which operates a record store at Red Wing, Minn. The record is a new instrument and all the machines are handled.

For more information, contact the Victor Company, 100 North Main.

## MARION HARRIS WELL RECEIVED

Popular Columbia Artist Entertained by Columbia Dealer at Syracuse, N. Y.—Handsome Painting Specially Prepared for Event

Syracuse, N. Y., December 3. With the aid of Markson Bros., Columbia dealers, the recent appearance of Marion Harris, exclusive Columbia artist at B. F. Keith's theatre in this city was a well-received one. Not only was Miss Harris



Marion Harris at Markson Bros. Store

was well entertained at the store, but this enterprising dealer installed a window display which was attractively arranged and listed all of Miss Harris' Columbia records.

The B. F. Keith theatre designed an unusual picture of Mrs. Harris using as a background a large painting of a record measuring approximately two feet in diameter and in the front featuring Miss Harris.

This record painting was the work of Robert M. Parman, a graduate of the College of Fine Arts and Science University, who prepares the publicity in connection with all artists' appearances at the B. F. Keith theatre.

Those qualities which make for success in life deserve a better and more dignified name than the expression "tricks of the trade" for trickiness really has no part in the right order of things.

## GLORIA REPRODUCER—AN IMPORTANT MESSAGE

*A sound-box and diaphragm of entirely new principles*

After four years' use and exhaustive test the GLORIA REPRODUCER is now placed on sale, with VOLUME—NATURAL TONE—NON SCREECH—NON BLAST and improvement with age.

The diaphragm of SPUN aluminum,  $\frac{1}{8}$  of an inch thick. Hear a cornet solo, piano, violin, cello and soprano voice, with the absolute fidelity of the original.

**To the trade:** The Gloria Reproducer will be shipped in sample lots for \$3.25. Tone Arm and Sound-box \$6.00. Send for yours.

*Remittance must accompany all orders for samples*

### GLORIA PHONOGRAPH CO.

Factory  
226 15th Street

Salesroom  
559 Fifth Ave., Brooklyn, N. Y.



Ready for use



Open face

PAT.  
FRANCE  
GERMANY  
GREAT  
BRITAIN  
CANADA



# The NEW Scotford Tonearm and Superior Reproducer



*A new external shape of grace and beauty—without changing the internal design:*

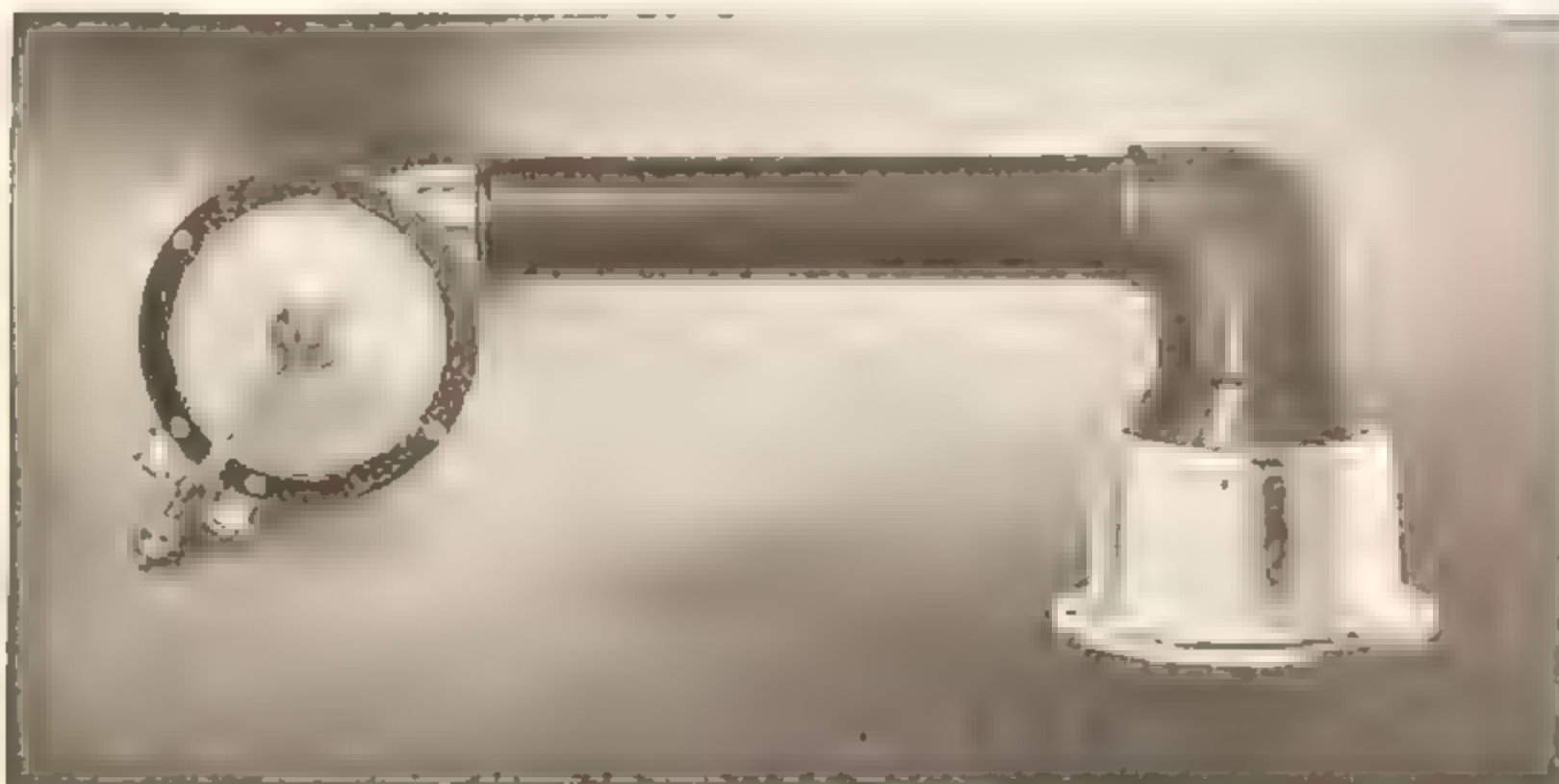


That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical. Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.

## NEW CONSTRUCTION

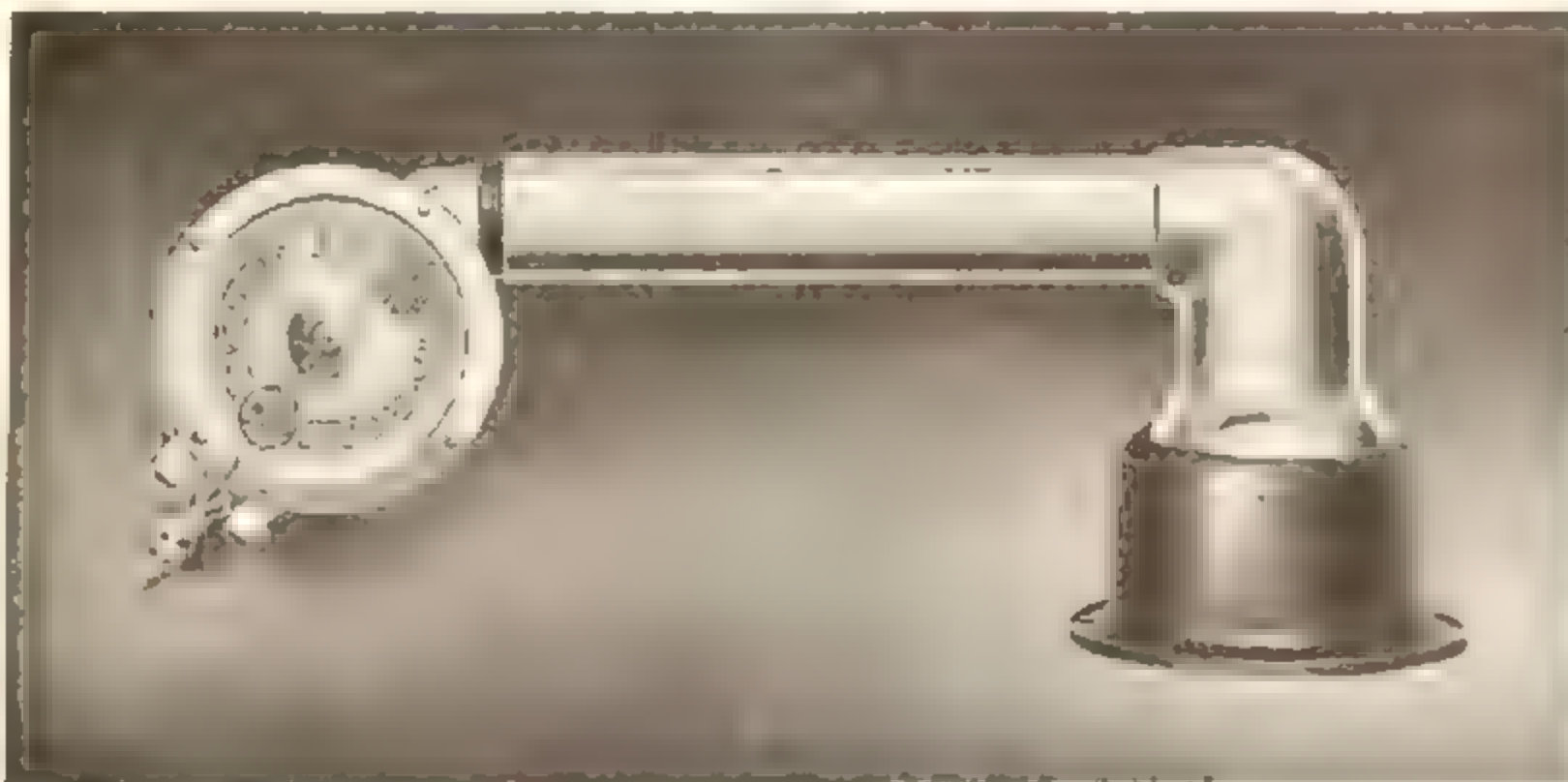


The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white metal alloys. New dies have been produced for casting all parts. The new parts are solidly cast, and are very substantial and durable.



STYLE NO. 1 FINISH

A combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 2 FINISH

A different combination of Nickel or Gold Plate and Black Rubber Japan



STYLE NO. 3 FINISH

All parts Plated in Nickel or Gold

*In ordering specify whether Reproducer should have Plain Gold Plate or "Superior" Nickel Plate. To obtain Individual Name Plate, customer must furnish Dialectomania Transcript.*

### Samples Will be Submitted on Approval

Style 1: Tonearm long tube and main elbow; Reproducer face ring and back Black Japanese; other parts Plated.  
Style 2: Tonearm long tube and main elbow Plated; base Black Japanese; Reproducer back Black Japanese; face ring and back Plated.  
Style 3: All parts of Tonearm and Reproducer are Plated.

No. 1 New Scotford Tonearm and Superior Reproducer	Nickel \$7.00	Gold \$ 9.00
No. 2 New Scotford Tonearm and Superior Reproducer	Nickel 7.75	Gold 10.00
No. 3 New Scotford Tonearm and Superior Reproducer	Nickel 8.50	Gold 11.00

*Samples Prepared at the Above Prices*

Write for Our  
Specification Sheet and Quantity Price List

## BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS



# The Importance of Instalment and Collection Methods in Making the Store Pay :: By L. C. Lincoln

Asst. Mgr. Western Encyclopedia Co., New York

There is an old saying among experienced installment men that a sale is not a sale until the last payment is made. It is one thing to induce a customer to sign the contract and another to have him make the payments promptly as they fall due.

When a customer buys a phonograph from you and signs your installment contract there is a definite understanding that he is to pay a stated amount each week or month. As long as he lives up to the letter of the agreement you are powerless to compel him to pay more. If he pays you \$10 down on a \$100 machine he owes you the entire balance no more than you owe the rent for the term of your store lease. He owes you nothing until a week or a month from date of purchase, according to the terms of the agreement, and then owes but the first instalment.

Merchants selling on the installment plan are often so excited about the profit and handling of the purchase as they are selling a bill of goods amounting to \$100 or \$200 without concern for the reason that an installment customer invariably gives the dealer a lot of the phonograph or other merchandise.

A dealer with a costly number of accounts usually maintains a loose-leaf ledger or card ledger system. When an installment is sold on the installment plan the account is opened. Information pertaining thereto is transferred to the ledger page or card and this usually includes the name and address of the purchaser, business or occupation, whether married or single, names of dependents, the serial number and style of the phonograph, the name of the salesman, date delivered and other vital information for clearing

up or tracing in the event of contingencies. Some bookkeepers enter a charge for the entire string of payments at once. In other words, if a machine is sold for \$100 and the customer is to pay \$10 down and \$10 a month, a debit of \$10 will be entered for the first payment together with a credit of \$10, showing that the first payment has been made. Then follow nine debits of \$10 each and the date due. If partial payments are made, because of the customer's inability to

*A Sale Is Not a Sale  
Until the Last Payment  
Is Made, Hence the  
Value of Bookkeeping  
and Collection System*

pay the entire instalment, these are applied on the first payment to become due.

Other bookkeepers simply enter a debit for the entire balance and credit payments as paid, whether partial or in full and then show the unpaid balance on the account. The former system, while entailing a little more work at the outset, is advantageous as it always shows whether or not the customer has paid to date or is in arrears without the necessity of checking

the account. If in the month of July, for instance, the bookkeeper sees that credits have only taken care of payments up to and including April it is known at once that the account is three months in arrears.

The customary manner of using a loose-leaf ledger is this: an alphabetical index consisting of blank pages is in the front of the book. The ledger pages are separated by thirty-one guide pages each of which is numbered for one day of the month. The page or account is placed in the ledger on top of the date on which the payments fall due and the name of the customer is then placed in the alphabetical index.

When John Jones calls to make a payment the cashier immediately finds the name in the index and notes that the account is in section No. 18, which means that his payments are due and payable on the 18th of each month. If there are many accounts each one is given a special number so that 15-18 would mean that the account is the fifteenth page in the eighteenth section. The cashier notes what payment is due, marks it paid on the ledger and immediately in the cash book. These two entries are made at the same time which saves posting later.

Experienced installment houses invariably mail a notice of the payment to each customer about ten days before it is due and this is brought to the store with the payment. It gives the page and section numbers of the ledger, so that the cashier can refer to the account without any loss of time. The notice is then marked paid and returned to the customer as a receipt, thereby saving the cashier the extra work of writing one.

If the card system is used instead of the loose-leaf ledger the same operation is followed.

*The time has come  
When every Record Dealer  
Should carry*

## OKeh Records

*The excellent recordings  
Are the wonder and admiration  
Of all who buy them.*



### STERLING ROLL and RECORD CO.

Pittsburgh, Pa., 436 4th Ave.

Cincinnati, Ohio, 137 W. 4th St.



The Dealer Will Use  
**The Talking Machine World Trade Directory**  
As His Standard Reference Book

The talking machine dealer has been handicapped in the past by not having at his disposal an up-to-date reference book that gives him accurate information on all matters pertaining to talking machine products.

THE TALKING MACHINE WORLD TRADE DIRECTORY solves the dealer's problem in this respect, for it will contain accurate and up-to-date lists of manufacturers and jobbers of all products relating to the talking machine industry. The dealer can use it with safety, for it will be authentic and authoritative, because it is published under the auspices of THE TALKING MACHINE WORLD.

When in the market for new or additional lines of machines, records, supplies, accessories, etc., the dealer will refer with full confidence to THE TALKING MACHINE WORLD TRADE DIRECTORY for information and guidance. The data he will find there will enable him to reach his merchandise markets readily and efficiently.

As an advertising medium, THE TALKING MACHINE WORLD TRADE DIRECTORY will have tremendous value. It will be the industry's only complete reference guide and the dealer's stand-by. The available advertising space will be limited, and reservations are being made daily. We would, therefore, suggest that you reserve your space without delay.

EDITOR'S NOTE:—If you have not yet returned the information data sheet that we sent you, please do so by return mail. It will be to your distinct advantage to be listed properly in THE TALKING MACHINE WORLD TRADE DIRECTORY.

**THE TALKING MACHINE WORLD TRADE DIRECTORY**

*Compiled by*

373 Fourth Avenue



New York City



Customers should not be permitted to fall behind in their regular payments without first advising you of their inability to meet them and secure your permission for an extension of time. Opinions vary as to what policy should be pursued in making collections and enforcing payments. Some are in favor of allowing customers to let their payments become past due for several months before taking a firm stand, but it is a noticeable fact that the greater number of large, experienced merchant merchandisers use the most aggressive methods to enforce payments, and this fact would seem to indicate that this policy is the one most productive of results.

If you secure a loan from your bank and give your note payable at a certain date, you are going to pay that note or see the bank or, before the date due, make arrangements for a renewal. You will not expect the banker to call you up a few days or a month later to remind you that you have not met it. There is no more reason why you should expect one of your customers to consider his obligation to you any differently or as something of no importance, and if the payments are not made promptly you should learn the reason at once with a definite promise when they will be made.

Accounts cannot be watched properly unless it is done in a systematic manner. A good way is to refer to the ledger every Monday, see what payments were not made during the past week and write a letter to all delinquents, call this fact to their attention. One week later it will be necessary to look again to see if all those paying received letters reminding them of the payment in question.

If no attention has been paid to the letters, the accounts should then be placed in the hands of your collector. In many stores the manager or proprietor himself. It should be remembered, however, that your customers should be taught to call at the store with the money and not encouraged to wait for a collector or a salesman to call at their homes for it.

Houses employing one or more collectors find that these men seldom succeed in getting the fact that accounts are payable at the office and not at the homes, but collectors, with few exceptions, seem to like to return from the day's work with a pocketful of money, probably to show that they have been on the job and working. Encourage the customer to wait for them to call.

Large establishments catering to the poor class are the exception to the rule, for the people of this class must be paid as they receive their pay, otherwise other homes will get it all leaving nothing for the house that does not send collectors.

The use of printed forms notifying people that their payment is past due is not convincing. A printed form immediately discloses the fact that there are many others who are in arrears.

Letters written individually to call for the more effective. The first letter to be sent when a payment is missed should be very fair, explaining the situation to them, appealing to their good intentions, giving them an opportunity to call and either make the payment or explain why this cannot be done at once. The second should be along the same lines, but expressing surprise that the first one was given no attention. The third should be much stronger.

If no attention has been paid to three letters, you are justified in writing very pointedly and setting a definite time to make settlement before you take steps to enforce collection which might prove embarrassing to them. By send-

ing such letters no one would be justified in complaining about receiving strong letters, because you have written, at least two which explained the situation to them and given them every opportunity to call at your store to explain matters if their intentions were good. By writing a mild letter in the beginning and gradually working up to a strong one you have the best of an argument before it starts.

Ordinarily, the first letter should be sent out a few days after the first payment has been

missed a letter should be sent every week.

If you have a record of a customer's past payment history, it will be possible to make a statement at once that a customer's payment system was not in a satisfactory condition before the first letter was sent. This statement must be granted by your credit bureau.

## NEW LIBROLA FOLDER

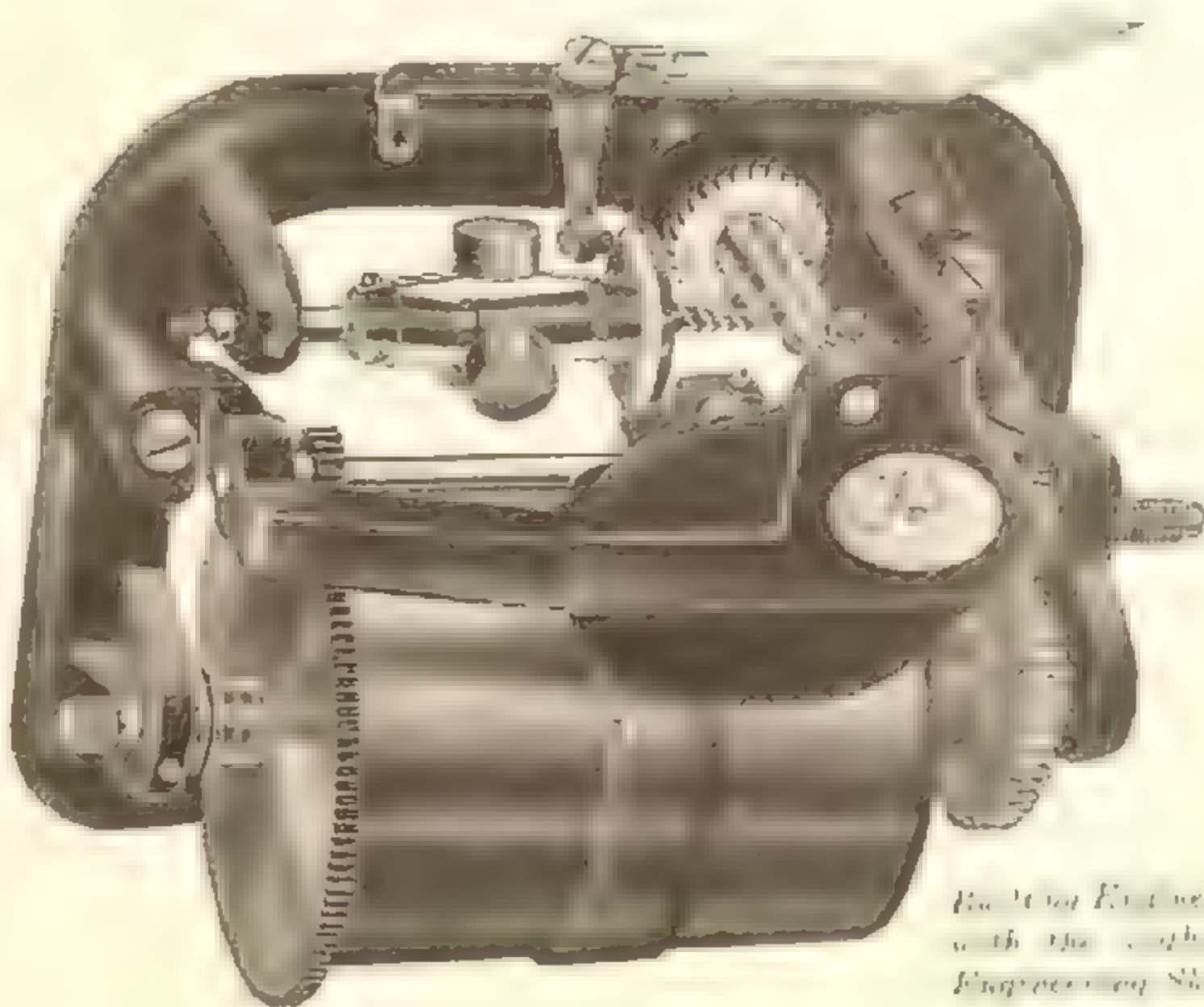
Seaburg Mfg. Co. Issues Artistic Folder—Librola's Distinctive Features Illustrated

Longtown, N. Y., December 5—The Seaburg Mfg. Co., of this city, manufacturer of the Librola phonograph, has just issued an artistic four page folder which can be used to splendid advantage by Librola dealers. The front page is designed in several colors, featuring an illustration that combines a sales message with human interest. In the two center pages are illustrated various

models in the Librola line. The folder is No. 125, measuring 10" x 12" and is retailing for \$1.50 and cost \$1.00.

XVI, retailing for \$2.00 and cost \$1.50. It is designed as a model for use in the Librola line. No. 120 is a small model, measuring 10" x 12" and is retailing for \$1.00 and cost \$0.75.

On the fourth page of this interesting folder there is presented a list of sales messages and attention to some of the distinctive features of Librola. One of the features of the Librola is the fact that the Librola is the only



The Librola Folder  
with the highest  
Engineering Skill

**D**ESIGNED to stand the shocks of hard usage.

**B**UILT to run smoothly and noiselessly under varying conditions.

**O**PERATED with uniformity, and constant in speed.

Write for prices



Sphinx Gramophone Motors Inc.

21 East 40th St.  
NEW YORK CITY

## Warbletone Record Renewer

Cleans and polishes old records and makes them sound and look like new.

Cleans the grooves and the general surface, removing dust, grit and foreign matter without the least injury to the sound grooves themselves.

This new invention gives new life and renewed tone to records and will positively clarify articulation.

One bottle will last indefinitely. Very simply applied.

Immensely valuable to dealers as well as to machine owners. "2 drops to a record"

If your dealer cannot supply you, order direct. Price 50 cents per bottle retail. Liberal discounts.

**WARBLETONE MUSIC CO.**

225 Massachusetts Ave. INDIANAPOLIS, IND.



# MAGNAVOX

TYPE MIV-1  
Music and Voice Telemegafone



## MAGNAVOX INCREASES THE VOLUME OF ANY PHONOGRAPH MAGNAVOX INCREASES THE VOLUME OF YOUR BUSINESS

*Because it raises the usefulness of phonographs to a degree never before attained.*

CONSIDER it a moment. With a Magnavox attachment a phonograph can be heard in the farthest corner of a vast hall distinctly and clearly. At a big dance you can have band music without the expense of a band. At the theatre you can have orchestra music without an orchestra.

For school, summer camp, community center and playground the Magnavox is in great demand. It can be attached to a

phonograph easily and quickly, and the volume of sound regulated to the exact degree desired—extremely loud or a mere whisper.

The Magnavox is operated by a small storage battery so that it can be used in the wilderness, where there is no electric current, just as easily as in the city.

The Magnavox will increase your sales and add a handsome profit.

*Send for Full Particulars*

## THE MAGNAVOX COMPANY

General Offices and Factory  
Oakland, California.

New York Office  
370 7th Ave., Penn. Term. Bldg.

# VOLUME



# Helping the Talking Machine Retailer With His January House Cleaning :: :: By Thornton Hall

Anything we've begun is half done. Getting away to a good start is more than half the battle in the retail talking machine business, just as much as in any other walk of life. With the old year practically off the books and a year rich in possibilities knocking at the gates it is time for the dealer to consider his opportunity.

The wise talking man of the reader will not waste the month of January. For him it is a golden month of opportunity. This is his time to put his business house in order for another year.

The coming January shapes up right now as even more important than usual in this respect because many a talking machine retailer has just weathered a lean year. When he turns over his New Year's log he's had to be sure that his slate is just as clean as he can make it.

The way to clear the business slate is by eliminating the "deadwood" that has been clogging the works and impeding progress. Look into your business records and sales methods carefully, discover what is wrong, search for what is right and get started in January without a backward glance. The competition for 1922 business will be keen. The dealer who is going to get the lions' share must dig his spikes in the dirt and not be left at the post.

The 1922 starting mark should be scratch. This January listing of the wheels of merchandising machinery should be thorough. Too many dealers content themselves with a perfunctory stock taking of the old-fashioned variety. With the new style retailer this matter of inventory becomes of minor importance, for he generally keeps himself posted daily with a perpetual inventory system. He is ready to spend this time brushing up for the year's work.

There is a Passaic N. J. dealer who extends his January overhauling to all his departments. All phases of his business are placed on a fresh, clear basis for the coming year. His window trimming plan for the year is determined in advance and the ideas for the various displays for each month are chronologically mixed. This plan is carefully followed throughout the year and the result is an efficient system of keeping the windows fresh and bright with new ideas. His community observes from his windows that he is an up-to-date merchant. Of course this arrangement of detail in advance does not at all preclude the staging at any time of superimposed displays suggested by events of the day.

Similarly this modern music merchant arranges his advertising campaign in advance. He studies conditions in the national and local markets and what its problems are likely to be during the year. He then works out a central idea or theme to base the campaign calculated to sell his product of machines and records. He then writes out all his copy and secures what illustrations he needs, after which he confers with the representatives of the local advertising media. He allocates 5 per cent of the estimated sales total for the year to advertising and makes his plans to spend that sum in the most effective way.

In the same way he goes right down the line in the various departments and the problems connected with each—sales, promotion, floor selling, canvassing, personnel, repair, stock and fixture bookkeeping and credits, delivery, making list, service, etc. The clerk in charge of each is asked for suggestions which should hard business during the new year. These suggestions are usually helpful and are talked over. If they are practical they are adopted.

Sales promotion, which for the purpose of administration, should be distinguished from salesmanship, lends itself readily to this plan of getting ready for the year's work in advance. It covers the collection and follow-up of the prospect list, both by mail and by canvass from house

to house. At the start of the year the merchant should go over his prospect list, weeding out the 'deadwood' and adding as many new names as have accumulated. Get the list ready for business then proceed to work it just as thoroughly as it will stand. A good plan is to prepare a regular schedule of dates for sending out letters throughout the year, say the 14th and 28th of each month. Then prepare the letters to be used on the campaign and adhere strictly to the schedule. As fast as a prospect is converted into a customer he should be changed from the prospect list to the customer file and kept informed of the monthly record releases, etc.

The matter of canvassing should be considered.

*January Is the Golden  
Month of Opportunity  
For Dealers Desiring  
to Perfect Their Plans  
and Policies for 1922*

for its true worth. Because of the store location or other cause canvassing is the most important part of sales machinery in many a store. Be sure your business is "all set" in this respect. Lay out the various routes that your canvasser will follow during the course of the year. At the end of each month have him report to you in detail and analyze and discuss this report. At this time add on the new names for each route that are continually coming up in the course of each day's business.

Seller on the floor is your ace of trumps. Right here is the make or break of the success of any talking machine retail establishment. The dealer who is going to make his 1922 ledger show a substantial profit will on January 1 say:

[illegible]

Find out how they feel about the work. Ask them to tell you how they are doing. Do you think they are doing better or is there still quite a way to go? Do they like the work? Find out why he is doing the work with him. Is it his personal interest? Does he like the manner? Does he like the method? Does he feel that he is doing the work with faith and confidence in the product or in your method? Perhaps you can do a few well-known works with him and let him name the works. Is he a poor class? Drill him in the point. Remember that salesmen are not for they are made!

Personnel is a much abused word. When you are giving this January, and the year before, go over the other numbers in your staff. There must be no square pegs in round holes in 1922.

Your repair department should be overhauling. Did it pay in 1925? If not, why not? If it did, how can it pay more during the coming year? Is it manufacturing properly and giving the proper service to customers? Are you running it on a system of scientific management, and are you a strict record of costs?

Little need be said of the annual inventory of stock and fixtures, except that it should not be omitted. This is a good time for those dealers who have not a perpetual inventory system to install one. Only by means of this system do you know the state of your business at any time. If you are not acquainted with any one in your manufacturer or wholesaler will probably be glad to help you. Or, better still, arrange to have a local bookkeeper or accountant help you install it.

Are your books in order? Don't say to your self "Of course they are they balance." Rather, "Are they telling me all I want to know about my business?" It is easy for the merchant to deceive himself as to the actual amount of his profit. Sometimes he fails to charge himself a personal salary. Some deducts out the item of rent when they owe the landlord. All

(Continued on page 62)

[illegible]

THE HIGHEST OF QUALITY

**Sonora**

CLEAR AS A BELL

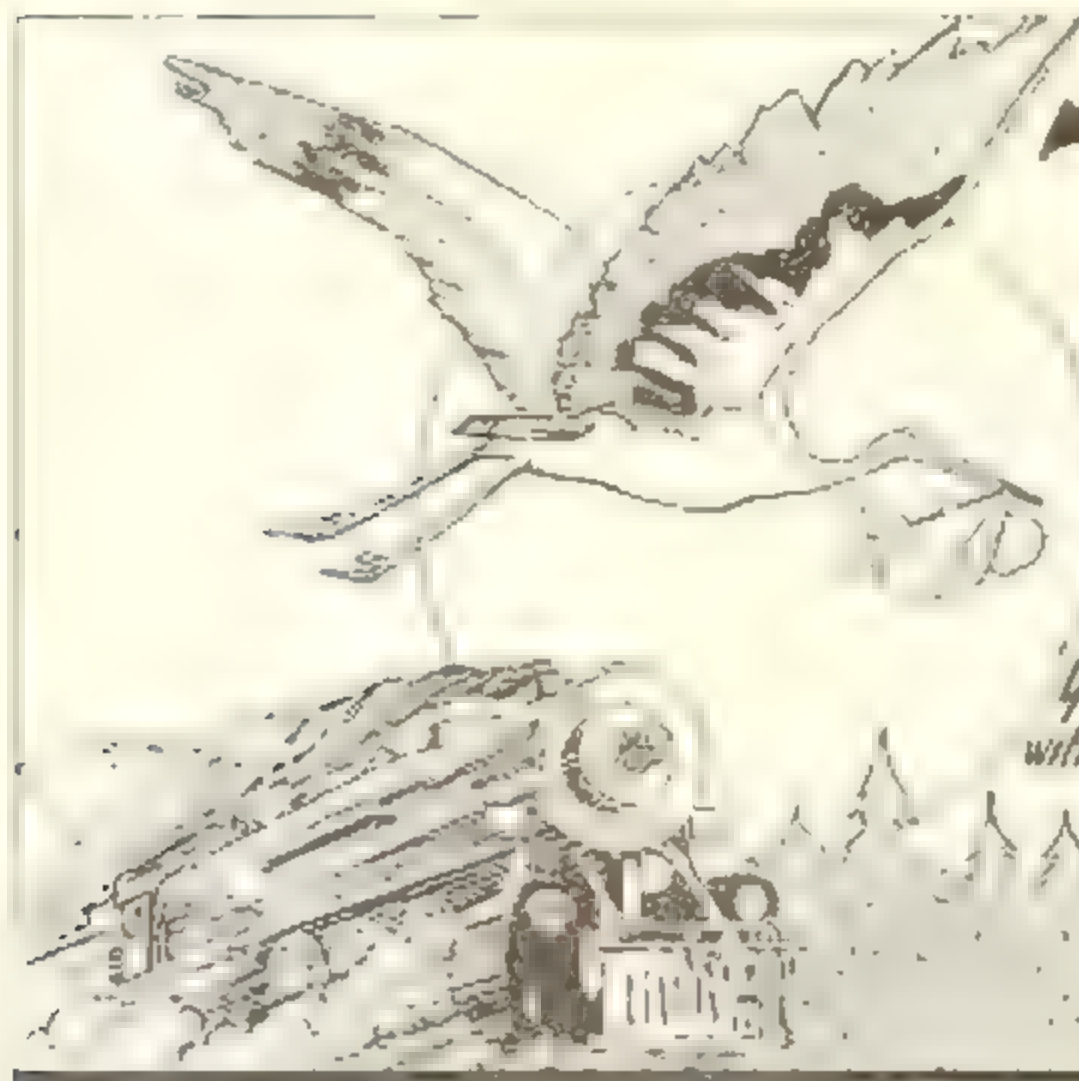
**Greater City Phonograph Co., Inc.**  
 311 SIXTH AVE. Tel. Chelsea 9237 NEW YORK

**SONORA DISTRIBUTORS EXCLUSIVELY**  
 for New York, Staten Island & the Lower Hudson Valley

The superiority of the Sonora is as marked  
 as the ease with which it sells

**"Sonora & Sales are Synonymous"**





# Ten Little Fingers and Ten Little Toes

*You can't go wrong  
with any Feist song!*

**A "Peach" of a song!**

**ASK TO HEAR IT!**

## DEALERS' JANUARY HOUSE CLEANING

These things mean a false price and that the selling price of the merchandise is too high or too low.

If the talking machine dealer who is small will say to himself, "I'll offer my goods at a low price, now and I'll go to the limit to get it," and will think over the matter carefully, there is no reason why he cannot make the most of it." Start 1922 with a clean slate and plug hard, saving a week for the new year.

## NEW KENT "SPECIAL" ATTACHMENT

**Latest Addition to F. C. Kent Co.'s Line of Attachments, Designed for Use on Edison Disc Phonographs. Just Announced**

The F. C. Kent Co., Inc., manufacturer of best quality talking machine attachments is well known for its talking machine attachments particularly designed for Edison disc phonographs. Its most important new product, the Kent "Special" attachment, has just been introduced. It records on the new Edison disc phonograph, regardless of which an attractive record is now being forwarded to the trade.

The new attachment is made entirely of brass, and is of the highest quality. It is designed to reproduce all possibilities of tone and pitch. It is a record and is based on the most modern scientific principles. The method of reproduction is of the highest quality. It is a record and is based on the most modern scientific principles. It is a record and is based on the most modern scientific principles.

In commenting upon this new device an official of the F. C. Kent Co. said: "In offering the Kent 'Special' to the trade, we feel that we are adding a most valuable member to our large family of attachments for the Edison disc phonograph, and we are sure it will meet with

the highest demand for the highest grade of attachment and at a modest price. Having made the new attachment for the Edison disc phonograph and being particularly well qualified by experience, tradition and training to determine the requirements of the trade in this direction, we feel safe in recommending the Kent 'Special' as being without a peer in its particular class. With our Kent Attachment No. 1, our Kent Universal Attachment No. 2, our Kent Master Attachment and our Kent 'Special' together with our Type 'B' and Type 'S' and our Type 'N' sound boxes, permitting of a very large variety of combinations, it is fair to assume that we are in a position to satisfactorily supply the wants of every taste and pocketbook. It has been our experience that no one attachment is doing everything and we believe that, as far as our present vision goes, we are in a very compact

As an exponent of the merits of advertising, we are interested to learn that we are the largest source of our success to the success of our advertising campaign in the trade press. This statement to our trade is simply substantiated by the fact that our phonograph records are now sold not only to dealers and retailers in every State of the Union, but also direct to dealers and retailers in Alaska, Australia, British West Indies, Canada, Central Zone, China, Cuba, Denmark, Ecuador, Finland, France, Germany, Greece, Holland, Honduras, Hawaii, India, Ireland, Japan, Mexico, Newfoundland, New South Wales, New Zealand, Nicaragua, Nova Scotia, Philippine Islands, Porto Rico, Scotland, South Africa, Spain, Turkey and the Virgin Islands. Although we have never employed traveling salesmen to market our line, however, we have endeavored to make good in service, quality, workmanship and material, but the real impetus was a wave conveyed by our advertising campaign. We say 'It pays'."

W. D. Wiley, of Anna, Ill., recently owned a Victrola department in his book store.

## NORA BAYES WINDOW SCORES

**Alhambra Music Co., of Cleveland, Features Vaudeville Star in Window Display Which Created Considerable Interest and Sales**

Cleveland, O., December 8. The Alhambra Music Co., of this city, Columbia dealer, prepared recently an artistic window display featuring Nora Bayes, the famous vaudeville and musical comedy star. Miss Bayes, who is an exclusive



**Alhambra Music Co.'s Attractive Window**

Alhambra artist, appeared here two weeks ago in a play, and was the star attraction and was the most popular of the season. The window display, prepared by the Alhambra Music Co., was artistically presented by passers-by and Miss Bayes was personally brought to the window by the window. During her stay in Cleveland, the local Columbia dealer reported a marked increase in the demand for her records and her records.

The Alhambra Music Co., of Long Island City, N. Y., which recently opened its store, is preparing the Brooks and Brooks records.

*There is none better than*

# OKeh Records

**Popular music so good they sell as fast as released**

**Standard music of such superior quality that they enjoy steady, satisfying sales**

**Independent Jobbing Company**

**Okeh Record Distributors**

**Goldsboro, North Carolina**



# JEWETT

*Besides this Simplified Sheraton console, the Jewett line includes attractive upright and console models priced from \$125 up.*



## A Finer Console Than You Ever Dreamed Possible at \$145

In offering this exquisite new Sheraton console to the trade, we wish to make it clear that this is not "just another phonograph."

It is the greatest single achievement made in recent years in the building of fine phonographs.

Your first thought will probably be that it is impossible to build a really high-grade instrument to sell for \$145. That is because you have in mind the range of prices of other makes of consoles.

The tone is absolutely superb. No "blasting"—no lost tones—no metallic vibration. Just pure music, amazingly lifelike with a fullness and richness that will delight the hearer who appreciates faithful reproduction.

Hear this new Jewett. Play orchestral or brass selections and hear instruments you have never been able to "pick out" before. Then see if you do not agree with us that this console is truly wonderful value—an unusual merchandising proposition at \$145.

*Write today for our dealer discounts and liberal advertising and financing plan.*

### THE JEWETT PHONOGRAPH COMPANY

General Sales Offices: 958 PENOBSCOT BUILDING, DETROIT







reports business very good at present, rising "longer" more the talking machine business than even a year ago, when the question of "Wires" and "dial" was the important requirement in placing the order.

The various "Luna" representatives are particularly pleased with the recent consideration of the standard "Luna" imported from the moon diaphragms, which has been made possible by the success of the "Luna" in the market, in working up during the recent shipment of the "Luna" in a short production of the best quality of flat ruby mica in large quantities.

### SHIPS SONORAS ABROAD

**Gray & Martin, Pittsburgh, Pa., Report Sales of Sonoras for Foreign Climes—Total Business for Present Season Is Very Satisfactory**

The sales department of the Sonora Phonograph Co. received recently an interesting letter from Gray & Martin, Sonora dealers at Pittsburgh, Pa., this letter reading in part as follows:

"It may be of interest to you to know that we have in our shop for very slight repairs one of the early models of Sonora, with a super-top tone arm of which travels on a 'Sonora' track, and as we have only been handling Sonoras for six or seven years its design and construction make it quite unusual in appearance.

"This Sonora was in our shop about four years ago for new main spring and at that time the owner said the machine had been in use without any repairs whatever, for eight or ten years.

"While the later children of the Sonora family have improved marvellously in sound and appearance over this older brother, his sound is 'Clear as a Bell' and is scarcely less good for the wear; in fact, looks good for another twelve or thirteen years.

"At different times our old Sonora customers have purchased another one to take it home in other climes and countries, it being a popular distant point in the United States, and it being a Grand in Stockholm, Sweden, and in



## The Superior Lid Support

*Available in two sizes: 10" and 12" diameter. Lid, horn and base included. Does not rust or stain.*

**Sample Prepaid, \$0.75 Nickel—\$1.25 Gold**

*Quantity Prices, 100 and 500 each.*



**BARNHART BROTHERS & SPINDLER**  
Montreal and Chicago Streets CHICAGO

vide to Budapest, a Sonora Portable to Shanghai for a missionary, an Invinible to Palaska, and other Sonoras to Sheridan, Wyo., and to the U.S. Navy, Panama, Canal Zone. These sales in every instance were made upon the known dependability of Sonora.

"Our Sonora business has been of good volume this month, being a little larger in volume than in October, since we sold this line."

### A RECORD SUPPLEMENT FOLLOW-UP

SALT LAKE CITY, Utah, December 3.—The John Clark Co., Victor dealer, this city, is increasing record sales by sending to customers a postcard containing four or five records which are meeting with popular approval. These cards are sent out shortly after the monthly record supplement has been mailed to customers and the results have proved most satisfactory.

### MUSICAL EQUIPMENT FOR COLLEGE

**Mrs. B. M. Stanley Presents Knabe Grand With the Ampico, an Organ, a Talking Machine to the Value of \$5,000 to the Villa Victoria**

ROSELAND, N. J., December 1.—Mrs. B. M. Stanley, of Newark, N. J., has presented a complete musical equipment to Villa Victoria, the normal training college for students of the Institute of the schools of the American church. The equipment cost approximately \$5,000 and consists of a Knabe grand piano with the Ampico, an organ, an upright piano for practice purposes, a large-size Cheney talking machine, and a collection of fine complement of Ampico recordings by great artists, as well as a constant supply of talking machine records. The equipment bears the name of the donor and was purchased from the L. A. Barlow's Son Co. of Trenton.

## FLEXLUME SIGNS

*They Bring in Sales 24 Hours a Day*

**Y**OUR sign's first aim is to command attention to make your store stand out from all the other stores. That is what brings business.

Flexlume Electric Signs are built for exactly that purpose. A Flexlume will work for you day and night—raised, snow-white glass letters in the daytime, solid letters of light at night. Flexlumes have greatest reading distance, lowest upkeep cost, most artistic designs.

*Let us send you a sketch showing a Flexlume to meet the particular needs of YOUR business.*

### FLEXLUME SIGN COMPANY

36 NAIL STREET

BUFFALO, N. Y.

*Flexlumes Electric Signs Made Only by The Flexlume Sign Co.*

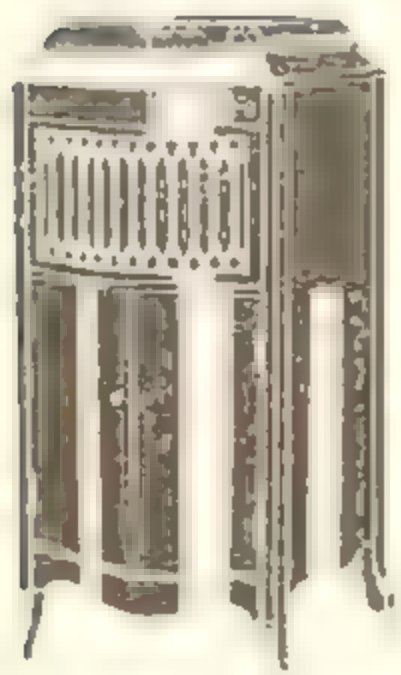




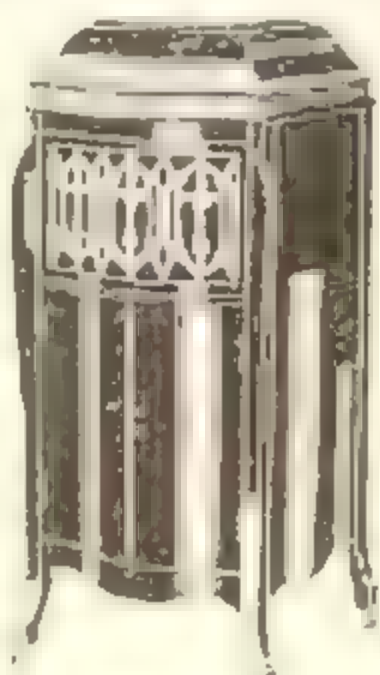
## TWO NEW SONORA MODELS

Imperial and Intermzzo" Models Well Received by Trade—Sonora Factories Working to Capacity to Meet Increasing Demand

The Sonora Corporation has recently placed on the market two new models known as the "Imperial" and "Intermzzo." The former retailing at \$120 and the latter at \$175. Both of these models are equipped with a 10" horn, a 10" speaker, and a 10" amplifier, and contain all the latest improvements in the construction of the machine. The "Imperial" is a 10" model, and the "Intermzzo" is a 10" model. Both models are well received by the trade.



The Imperial



The Intermzzo

Both models are well received by the trade, and the Sonora Corporation is working to capacity to meet the increasing demand.

Recently the Sonora Corporation has received a large order from the World Trade Corporation, New York, for a large number of the new models. This order is a result of the success of the Sonora Corporation in the past few months, and it is a sign of the increasing demand for the Sonora Corporation's products.

## Do You Throw Money Away?

It is not a popular pastime—but still it is unconsciously done by many who just don't know that *Repair Parts* can be bought for less

**RENE MADE SPRINGS AND PARTS ARE BETTER  
COST LESS**

**RENE MFG. CO.**

**Montvale, N. J.**

## BUBBLE BOOK DEMAND BROADENS

Leading Stores Throughout the Country Report Big Holiday Sales, Thanks to Intelligent Presentation to the Buying Public

The Fall and Winter campaigns of the nation's leading department stores, New York, have started in September, and are showing good results for talking machine dealers who feature Bubble Books in their stores. In addition to the well-known Bubble Books, which are carried on in the leading department stores, there are also many new Bubble Books, which are being introduced by the leading department stores.

Many of the leading stores are reporting a big increase in sales during the holiday season, and this is due to the intelligent presentation of the Bubble Books to the buying public. The leading stores are reporting a big increase in sales during the holiday season, and this is due to the intelligent presentation of the Bubble Books to the buying public.

## B. M. GRUNEWALD A DOG-FANCIER

Well-known Piano Man of New Orleans Wins Five Prizes With His Latest Acquisition, a German Police Dog, "Joselle Rex"

Mr. B. M. Grunewald, a well-known piano man of New Orleans, has won five prizes with his latest acquisition, a German Police Dog, "Joselle Rex." Mr. Grunewald is a well-known piano man, and he has won many prizes with his dogs. He has won five prizes with "Joselle Rex," and he is a well-known piano man.

## RECEIVABLES CO. INCORPORATES

A new corporation has been granted to the State of North America, with a capital of \$100,000. The corporation will handle Victrolas and pianos.

The corporation will handle Victrolas and pianos, and it is a well-known corporation.

# There is a strong reason why— YOU SHOULD SELL Okeh Records

*First Released on Okeh Records*

The gay melodies that are a part of the luxurious life of popular cabarets, fashionable restaurants and ball-rooms, are the dance melodies heard on

Okeh Records

The seeker for the musical hits of the day is always satisfied with

Okeh Records

If a product satisfies, it increases sales and it is the reason why customers return to your particular store. *You sell what they want when you sell*

Okeh Records

**THE KENNEDY-SCHULTZ COMPANY**

1865 PROSPECT AVE.

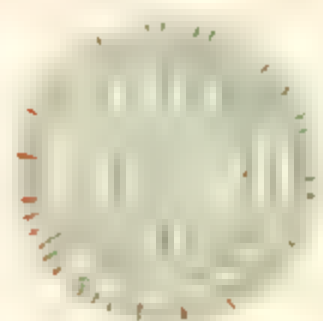
CLEVELAND, OHIO



# Christmas Records

400	THE BREAK OF THE DAY	THE VOICE OF THE CHIMES
401	THE VOICE OF THE CHIMES	THE VOICE OF THE CHIMES
402	MASS OF THE ROSE	THE VOICE OF THE CHIMES
403	THE VOICE OF THE CHIMES	THE VOICE OF THE CHIMES
404	SILENT NIGHT, HOLY NIGHT	THE VOICE OF THE CHIMES
405	CHRISTMAS HYMNS	THE VOICE OF THE CHIMES
406	HASTEN IN, O THOU KING	THE VOICE OF THE CHIMES
407	CHRISTMAS EVE IN THE TOWN	THE VOICE OF THE CHIMES
408	ADVENT SONGS	THE VOICE OF THE CHIMES
409	CHRISTMAS MEMORIES	THE VOICE OF THE CHIMES
410	SILENT NIGHT, HOLY NIGHT	THE VOICE OF THE CHIMES
411	THE LITTLE CHILDREN	THE VOICE OF THE CHIMES
412	THE CHRISTMAS TREE	THE VOICE OF THE CHIMES
413	SILENT NIGHT, HOLY NIGHT	THE VOICE OF THE CHIMES
414	HOLY GHOST, WITH LOVE DIVINE	THE VOICE OF THE CHIMES
415	DEAREST, I'VE OF SOMETHING	THE VOICE OF THE CHIMES
416	ROCK OF AGES	THE VOICE OF THE CHIMES
417	I NEED THEE EVERY HOUR	THE VOICE OF THE CHIMES
418	JESUS SAVIOR, TEACH ME	THE VOICE OF THE CHIMES
419	LEAVE KINDELY ALONE	THE VOICE OF THE CHIMES
420	CRUCIFIX	THE VOICE OF THE CHIMES
421	PAISLEY TEE	THE VOICE OF THE CHIMES
422	BEAR THE SAVIOR	THE VOICE OF THE CHIMES
423	WHEN CALLED, HE IS AT HAND	THE VOICE OF THE CHIMES
424	JESUS, LOVER OF MY SOUL	THE VOICE OF THE CHIMES
425	OPEN THE GATES OF THE TEMPLE	THE VOICE OF THE CHIMES
426	WHERE IS MY PITY TO BE	THE VOICE OF THE CHIMES
427	FACE TO FACE	THE VOICE OF THE CHIMES
428	SAVED BY GRACE	THE VOICE OF THE CHIMES
429	JUST AS I AM	THE VOICE OF THE CHIMES
430	GO DOWN, MOSES, WAY DOWN IN EGYPT LAND	THE VOICE OF THE CHIMES
431	JOHN JOHN, CHRIST WAS BORN	THE VOICE OF THE CHIMES
432	THE VOICE OF THE CHIMES	THE VOICE OF THE CHIMES
433	THE VOICE OF THE CHIMES	THE VOICE OF THE CHIMES

## Okel Records



General Phonograph Corporation

25 West 45th Street, New York City









## TRADE ACTIVITY IN INDIANAPOLIS

(Continued from page 67)

Marat Theatre on Sunday, November 20, resulted in a renewed interest in the Victor records made by that artist. Victor dealers throughout the State have been ordering heavily on the three Victor records released as "specials," according to reports from the Stewart Talking Machine Co. Indianapolis dealers say these records have had an unprecedented sale, but only two dealers reported the same record as being in the lead so far as the greatest number of sales was concerned.

## Talks to Kiwanians on Child Music

Miss Caroline Hobson, educational director of the Stewart Talking Machine Co., in an address before the Kiwanis Club on the subject of music appreciation, made "six-year-olds" out of 200 dignified Kiwanians and illustrated how youngsters in the primary schools are being taught better grades of music.

Miss Hobson had the Kiwanians humming childhood ballads, such as "Rock-a-bye Baby" and "Old Mother Hubbard," to phonographic accompaniment. Putting the club to a test, she discovered that only three out of the 200 knew the name of America's foremost composer. She said that was not strange, since business men are too busy making money to concern themselves greatly about music. She urged her hearers not to permit the children to become fond of jazz. To give them a liberal education in music by listening to good music, she declared.

The Stewart Talking Machine Co. will hold an educational meeting for store salesmen December 8 and 9. It will be attended by representatives of the Victor stores in the Indiana territory. Miss Hobson will conduct the classes, giving particular attention to the handling of records.

## To Feature the Motrola

Under a new plan of national distribution for the Jones Motrola, a winding device for phonograph, the Stewart Talking Machine Co. has been made the exclusive wholesale distributor for this State. A new type of the Motrola is now being sold at less than half the price of the old type.

Harry Drell, popular traveling salesman for the Stewart Co., has successfully solved the problem of "Music in the Home." Ask him about it and he will straightway proceed to explain that her name is Helen Lucas and that she weighed 100 pounds when she arrived.

## Kimball Phonographs Are Moving Rapidly

The movement of Kimball phonographs is being stimulated by advertising and sales campaigns conducted in conjunction with dealers by E. H. Jarrard, manager of the talking machine department of the Capital Paper Co. Increased sales efforts, supplemented by special prices, resulted in successful sales by the Reliable Furniture Co., the Phoenix Furniture Co. and the White Furniture Co. of this city.

After making an extended trip over Indiana,

Equip Your Booths  
with Stewart Record Stands

No. 5A 010

\$8.70

F. O. B.  
Indianapolis

COMPACTLY built and designed especially for handling records conveniently in the demonstration rooms, this stand brings efficiency to your record selling.

The customer places on the top shelf the records he wishes to hear; on the bottom shelf those he does not want, and on the middle shelf those he wants to buy. Result—no mix-ups and much time saved. A powerful aid to the busy dealer.

In Mahogany, Golden Oak and Birch finish. Height, 45 1/2 inches. Top, 16 1/2 x 16 1/2 inches. If you have no account with us please send check with order.

**STEWART**  
TALKING MACHINE CO.  
Victor Jobbers  
INDIANAPOLIS

Illinois, Ohio and West Virginia Mr. Jarrard reports the market flooded with inferior machines and says the retailing of such machines is making it hard for dealers in standard machines, but that the discriminating buyers are still demanding the good quality of the standard make. He says the standard machines are apparently not so easily sold now, but that they are sold when once they are in the hands of buyers.

## Pathé Business Improving

The business in Pathé machines is about the same as a year ago, according to C. O. Mueller, of the Mooney-Mueller-Ward Co., Pathé distributor. The record business, he says, is picking up rapidly. It is Mr. Mueller's observation that dealers are returning to their business and are visiting in the city frequently, as they were in the lull of a year or two ago.

## Business to Be Had if Solicited

H. G. Andersen, general sales manager of the Kipp Phonograph Co., Edison distributor, says the cash prize contest just closed by the company proved very successful. "Our cash prize contest," he explains, "has proven to us that there is business to be had for the salesman who has unwavering faith in his ability to go out, face the odds and sell. A very remarkable fact is that one of our cash prize-winners near the top has

been in the Edison game less than one year. He attributes his success to the great assistance given him by the Edison laboratories, with their various sales plans. Conditions in our territory indicate that we are going to have the last-minute rush that always appears during the holiday season."

## Takes Both Auto and Victrola

E. F. Routh, Victor dealer at Salem, Ind., is looking for a thief who stole his Hudson super-six and a \$250 console model Victrola. The Victrola was in the automobile when the thief decided to depart with the car. Routh is offering a reward for the return of the property. The serial number of the Victrola is 26,258. The series number of the automobile is 100,452, the license number is 279,131 and the motor number is 153,624.

## Says the Outlook Is Rosy

O. C. Maurer, manager of the talking machine department of the Kiefer-Stewart Drug Co., Sonora distributor, says the outlook for Sonoras is "rosy." The dealers have responded, he says, to and given them by the Sonora Co. with the result that there has been considerably increased enthusiasm among them all and a general toning up of business throughout the State.

## Much Advertising in Evidence

It was estimated by a phonograph dealer of Indianapolis that one of the city's newspapers on the afternoon of Friday, November 25, carried \$150 worth of photograph advertising. This advertising included announcement of a \$42,615 purchase of Sonora talking machines to be sold at one-third the factory price, an offer of Victrolas and other machines at special prices.

## SELLS SIXTY-FIVE MACHINES

Enterprising Columbia Dealer in Texas Closes Successful Week—Intensive Sales Efforts Produce Results Which Convey a Salutary Lesson

DALLAS, TEX., December 3.—In the books of the Dallas branch of the Columbia Graphophone Co. Eagle Pass was formerly indicated by a small dot representing a town of 5,655 people. At this writing, however, the dot has assumed a posing proportion, owing to the unusual campaign conducted by the New Furniture Co., Columbia dealer in that city.

This dealer inaugurated a Columbia Week recently and, working in conjunction with Mr. Barker, of the sales staff of the Columbia branch in Dallas, sold sixty-five Gramophones in one week. Newspaper advertisements, sales letters, personal calls and, if not, every form of sales effort was utilized in making this campaign a success and the New Furniture Co. is well deserving of the congratulations which it has received from the Columbia organization at Dallas.

Now with the smoke of battle cleared away is not the time to discuss about what might have happened. See that you are prepared for the next night we mean the fight for business in 1922.

Complete Stock and Excellent Service on

**OKeh Records**

**THE ARTOPHONE CORPORATION**

1103 OLIVE ST.,

ST. LOUIS, MISSOURI

Wholesale distributors of **OKeh Records** for the South and Southwest





**A**ppreciating the confidence shown and support given during the closing-year, the

**BLACKMAN**  
TALKING MACHINE  
COMPANY

wishes its friends a  
**A Merry Christmas**  
and a **Happy New Year**

*Heurond Blackman*  
DIRECTOR



B.





**Imagine "Rocked in the Cradle of the Deep" as a saxophone solo! And for good measure, Clyde Doerr records "Jeunesse," too, as the coupling. A-3491 will sell big to your customers.**

**Columbia Graphophone Co.  
NEW YORK**

## ACTIVE HOLIDAY BUSINESS PROMISED IN NEW ORLEANS

**Retailers Encouraged by Fact That Christmas Savings Funds Are Large—Extensive Advertising Bringing Results—General Improvement in Business Reported This Fall**

New Orleans, La., December 5.—With the paying out of over \$2,000,000 in Christmas savings, and with the holiday season just opening, the Edison-Victrola store is preparing for a deluge of business. Based on the early start made by the shoppers and with the savings twice the amount of 1920, the merchants predict a bigger season than last year. All stores have attractive and moving window advertisements and with the new plans of operation, providing easy payments, they expect to put talking machines in the homes of rich and poor alike.

In the words of B. G. Powell, manager of the Victrola department of Philip Wertheim, Ltd., the public this year is not as reckless as it was last year, for it has learned the lesson during the period of depression better than the War Savings and Thrift companies could ever hope to teach them—it has had the effect of making the people poorer, but it has also made them more buying and in the end buying better machines—machines that would last. In fact, the people are buying closer this year than they did in 1920.

In continuing upon the Victrola business done by the Wertheim house, Mr. Powell claims

that while the month of November as a whole was not exceptional, a good deal of sales were slow, the last week of the month was notable for a whirlwind season which is still in evidence the opening day of December, and which will merge into the regular Christmas trade. Mr. Powell has inaugurated a "Pick Six" plan among the selling force which has stimulated sales considerably. It will be a regular monthly contest beginning with November.

Another thing noted by the collector of your correspondence, Mr. Powell, was that a survey of the papers of New Orleans and of other Southern cities showed that the talking machine people here are using advertising more extensively than any other city in the South.

The Edison Co. conducted the 100,000th Speaker tone test at the Fifth Theatre of the Grand world, November 25, at which time over 7,500 people were in attendance. By that period of time the Edison people have also been conducting a drive among the restaurant people and have placed their machines in the restaurants in different parts of the city. Among the known co. Harry Fox, owner of the Edison Co.

Restaurant, 8000, and the Thermo Chain. Edison record sales have been increasing steadily and particular hits have been appearing even before the Christmas season was released by the publishers. Sales of Edison record cabinets also show a big increase.

The Munson Blanche has just finished a Victrola week which kept them hopping for the whole Xmas period. The \$150 machine proved to be the most popular and the best seller. In the Bonwick model the Console type was the best seller. "Ma" and "Wabash Blues" are two records that they have been unable to keep in stock, so fast have they been selling, says J. E. Moore, in charge of the department. Mr. Moore had been kept at home for the past two weeks with illness, who had been critically ill, and is just started.

Carroll's Music Shop on University Place, which at the last report was rather upset, having just opened, is now quite an up-to-date music store. Starting with the Columbia line exclusively, Mr. Carroll has now added the Krantz & Lutz piano and the U. S. player roll to his stock in addition to musical merchandise. Both this shop and the store on Dryades street are going at top speed. Ted Lewis records are in great demand, says Mr. Carroll. With the player rolls he is inaugurating an exchange plan, allowing his customers may exchange old rolls for new, allowing 33 cents on every roll returned.

James Platt Piano House reports an increase in sales over the year over the same month of last year, the greatest increase being in the talking record machines.

As a whole the New Orleans trade seems to be very optimistic over the outlook for the holiday season and for 1922. There has been no price cutting in this section of the country, though some dealers complain that other dealers are cutting terms instead of phonographs.

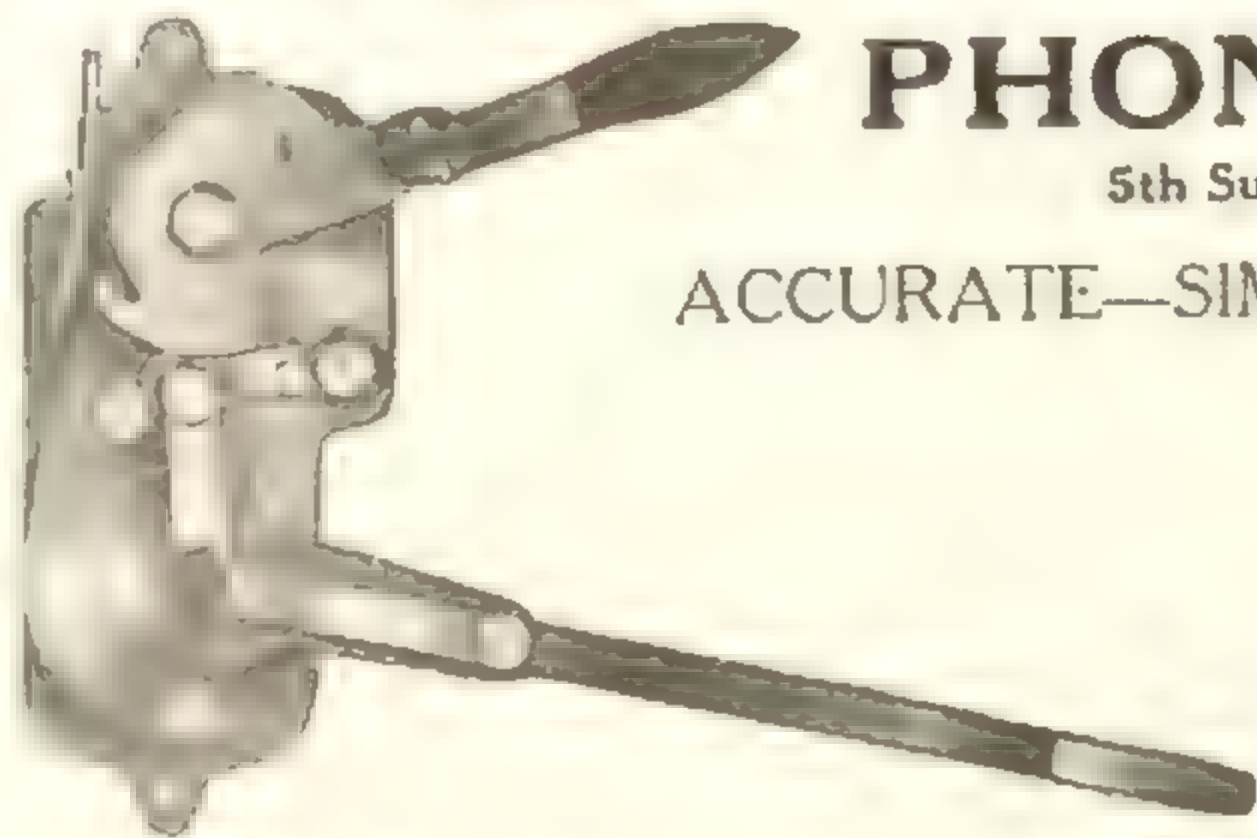
## PERFECT CARUSO FOUNDATION PLAN

**Plan to Raise \$1,000,000 Foundation Fund by Public Subscription**

At a recent meeting of the Bankers Club in New York steps were taken to perfect the organization of the Caruso Memorial Foundation which was started some time ago. The plan provides for the raising by public subscription of \$1,000,000, the income from which will be used to establish scholarships in music and to develop a wider appreciation of music in this country as a perpetual and practical memorial to the noted tenor. The headquarters of the Foundation are in the Woodworth Building at 233 Broadway, New York.

## PHONOGRAPH SALES CO. BANKRUPT

CHICAGO, News, December 8.—A petition in bankruptcy against the Phonograph Sales Co., 2415 Farnam street, this city, has been filed by creditors, including the Knott Music Co. and the Columbia Phonograph Cabinet Co. Liabilities are estimated at \$40,000.



## PHONOSTOP

**5th Successful Year**

**ACCURATE—SIMPLE—DURABLE**

**Reasonable  
Price**

**Guaranteed Fully**

**Nickel or Gold**

**UNIVERSAL  
STANDARD**



## NEED-A-CLIP

**New Fibre Needle Clipper**

**Guaranteed**

**RETAIL**

**AT**

**75 cents**

**Trade Discount**

**A SUPERIOR TOOL**

**THE PHONOMOTOR CO., 121 West Ave., Rochester, N.Y.**





*Mr. John D. Rockefeller—Mr. Alfred I. Dupont—Mr. Henry Ford  
—Have Equipped Their Phonographs With*

# THE SHELTON MOTOR

**The Perfect Motor for Phonographs**

**EDISON and VICTOR DEALERS! ARE YOU INTERESTED  
IN SELLING THE BEST?**

Owners of phonographs throughout the country have been quick to see the many advantages of the compact and Shelton Motor which transforms any phonograph—Edison, Victor, Columbia, etc.—into an electrically driven machine. There are now more than 20,000 satisfied users today.

Can be installed in a minute. So small it will fit in your pocket. Invisible when in use. Operates more smoothly than any other. Never gets out of adjustment. Guaranteed indefinitely.

Exceedingly simple to operate. A light push on fingertip automatically turns on current. Motor always runs at even, uniform speed, which insures perfect musical reproduction. *Shelton* is a masterpiece.

Your customers will want the Shelton Motor when they see what an ideal addition it will be to their machines. Takes only a minute to demonstrate its superior points.

Write today for name of your nearest distributor.

***Eliminates Winding—Never Runs Down—Noiseless—Not a Winding Device***

**SHELTON ELECTRIC COMPANY**

16 EAST 42nd STREET

NEW YORK, N. Y.





# Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

Charles F. Noy. This is the nineteenth of a new series of articles by William Bradford Huie, devoted to the various phases of the business which are related to the industry of education for the musical or talking machine. This subject is one of great interest and we commend these articles to the attention of all who are desiring assistance in the management and operation of the musical possibilities of the talking machine.

## "KNOWLEDGE IS POWER"

The simplest and most obvious principles are often the hardest to put before the consciousness of others in practical form. Nothing should be easier to understand than that the talking machine business is simply the business of merchandising music. Yet the merchant who acts upon this obvious principle is the exception.

Let us take one of the simplest examples. Anyone who troubles himself enough about the internals of his business to study them at all must realize that the record catalogs contain vast quantities of music which is imperfectly known and very little expected. Yet there is as much profit in each dollar's worth of these records as in any other. A well-balanced retail business will be one which can command the sale of all parts of its stock with relatively equal facility. A badly balanced business is one which runs to extremes, which is always short on whatever happens to be the "fad" of the moment and always encumbered with dead stock of everything else. No merchant can afford to wish that a condition of this sort would continue, but, very often, merchants simply do not know what to do about it and so let it continue against their own better judgment.

### The Clear Aspect

The musical aspect of the talking machine is the aspect which ought most clearly to be kept in view in all decisions as to merchandising policy. But this musical aspect cannot be so kept in view when there is no settled principle on which to base a policy. If one just sells what the unsophisticated public wants to buy then it is certain that one's selling will be one-sided and unbalanced and that neither the manufacturer nor the dealer will make much profit out of the efforts which are put into the business.

The value of the talking machine, of course, is

relative to the use which is made of it. The talking machine can only be sold at all for what it will do. The record, then, is the determining element in the talking machine business, and it is the first affair of the seller to master all available knowledge as to the contents of the record catalogs, the styles, types and values of various instrumental and vocal recordings and the relative success which each meets with in filling the wishes and fancies of the buyers, the people.

All this seems obvious enough when it is put down on paper, but there seems to be a good deal of difficulty in applying it. Yet this difficulty is more apparent than real.

### A Practical Example

There is a certain retail talking machine store in a large city which represents almost to perfection the results which flow from applying steadily the principle of knowing the goods one sells. The store is not large, but it attracts the most cultivated and musically wise people in the community. The proprietor is himself interested in music, though he is not a musician by any means. He, however, first became interested in the talking machine after he had bought a good machine years ago. He gradually collected a library of fine records which he has built up year by year, till to day he has one of the finest private collections to be found in the country. Now this man became so much an enthusiast on the subject of talking machine music that he proceeded to enter the selling field himself. One of his most sincere convictions is that he owes the success he has made principally to the extensive and minute knowledge he began to acquire years ago concerning the riches of the record catalogs.

This man knows the line of records which he sells. He possesses in his private collection specimens of every style of recording, voices of all sorts, ranges, powers and qualities, orchestral records, solo instrumental records, quartets, trios and quintets. He has the complete operas "Faust" and "Pagliacci." He has specimens of accordion, concertina, banjo, violin, bagpipe (Scottish, Irish and Italian), guitar, zither, xylophone. He knows them all. He knows the tone of each one instrument and how that instrument

is distinguished from its associates in the orchestra and in the band. He knows the selections under the different headings—orchestra, military band, string quartet, etc. He can pick out from the catalog an orchestra number which will suit a cultivated customer who shows a knowledge of music. His knowledge embraces, likewise, the entire range of modern popular music in voice and instrumental recordings, and he is at no loss to suit any taste. But he knows that any fool can keep up with the hits of the moment which are here to-day and gone to-morrow.

### The Foundation of Good-will

On the other hand, he also knows that his talking machine business, if it is to continue as successfully in the future as it was in the past, must continue to be built on the good will of the entire community. He knows—what so few merchants seem to realize in a practical way—that the patronage of the best and most highly cultivated families in the community has a reflex effect far greater than can be measured in any direct amount of buying by these families. He knows that if he is the purveyor of home music to these cultivated circles by means of the talking machines and records, if he can advise these customers of his, show them that he knows their wants and can anticipate them intelligently, that he has the same love for the beautiful that they have, and that he can speak their own language in these matters, they in their turn will cry aloud his virtues and the beauties of his store from one end of the city to the other. He knows this and profits by his knowledge, which he applies in practical fashion.

### It Does Pay

It does pay directly and definitely to know the records one sells, to know them not merely by name but by actual acquaintance. It does pay to know why the records of a band conducted by Sousa differ from similar records made by a band under the baton of Pryor. It does pay to know what a concert overture is and why Mendelssohn's "Fingert" differs from Beethoven's "Consolation of the House." It does pay to know the sound of an oboe and to distinguish it from the sound of a clarinet.

So it pays to know why the Kreisler Quar-

## A RECORD RACK

Particularly for  
DEALERS IN WARM CLIMATES



Vertical racks cause warped records.

Warped records are a dead loss.

This handsome horizontal rack holds 400 twelve inch, and 800 ten inch records, in addition to drawer space, occupies an area only 1 foot by 3

feet, 8 feet high, solid dustproof back, enamel or mahogany finish; ready for shipment; write for price.

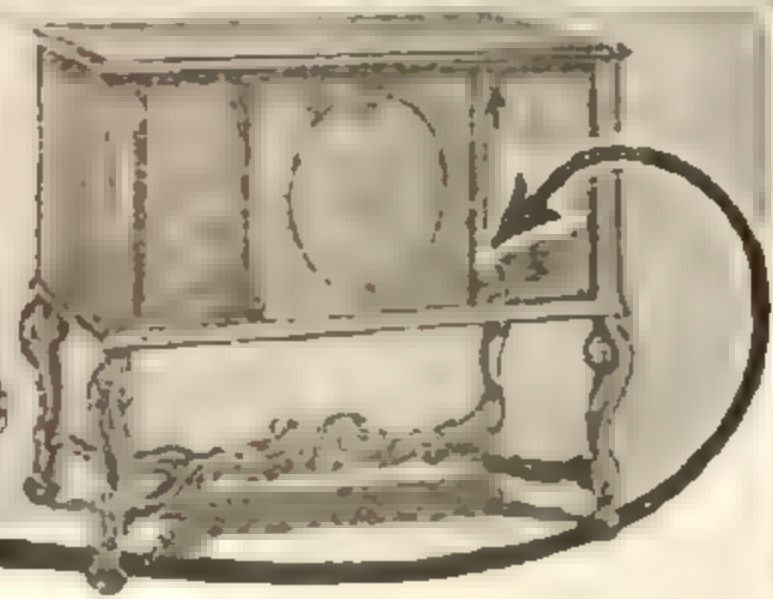
**VAN VEEN & COMPANY**

Hearing Rooms, Record Racks  
and Counters

47 West 34th Street, New York City  
1711 Chestnut St., Philadelphia, Pa.

**SOSS**

**INVISIBLE HINGES**



## Soss Invisible Hinges

preserve beauty. The fine cabinet work which is required in many instances to preserve the disguise of talking machine cabinets requires that hinges be as inconspicuous as possible. Soss Hinges are invisible.

Write for Catalogue

**SOSS MANUFACTURING COMPANY**

778 Bergen Street,

Brooklyn, N. Y.



**ASK TO HEAR IT**



# THREE O'CLOCK in THE MORNING

Tempo di Valse Lento



Its three o'clock in the morn - ing

*The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET*



let was once a sensation and why the Florentine and the London quarters are roused to day. It pays to know something of the difference between the early styles of Henck and of Kreisler between the vocalizations of Galli-Curi and of Florence Macbeth between Marston's mannerisms and Curcio's.

#### "Blues" and Burr!

Yes and it pays to know what a saxophone is needed to give the "blues" effects in music and why Marie Smith and Marian Harris have totally different styles in their work. It pays to know all about Henry Burr, the boy of thousands for years back, Henry Burr of the sweet high tenor. It pays to know his history and how many records he has made and what are the best liked by the general public.

#### It Pays

It pays to know all this and a great deal more.

For how can the talking machine be sold profitably save by scattering its musical possibilities? And how can its musical possibilities be treasured if not by means of its records? And how can records be used for that purpose and sold at a profit if how can it pay to keep records at all if the selling of them is not guided by some system?

The man or woman who is unwise enough to suppose that a knowledge of music and especially of music as given by the records listed in the great catalogs is not essential is too silly to stay in the talking machine game. There can not be too much knowledge of the sort. There cannot be too much knowledge of that sort. And the more profound it is, the broader, deeper, clearer, more extensive it is, the better for the talking machine business of the man or woman who possesses it.

One will be appreciated and now the records of the great artists will be enjoyed, etc. He emphasizes the surprise and pleasure in such a gift from husband to wife and sets Smith to thinking.

Jones waits a few days and sends a follow-up letter to Smith requesting an appointment and in many cases the sale follows. Of course, the sale sometimes falls through, but if the letters are tactfully written Smith will at least try to find out from his wife whether or not she favors the idea and if he is disinclined to make the purchase himself he may delegate to his wife the task of selecting a machine.

#### TAMPA HOUSE FEATURES COLUMBIA

Tampa Hardware Co., Columbia Grafonola Distributor, Institutes Big Ad Campaign

TAMPA, Fla., December 8.—The Tampa Hardware Co., the only exclusive wholesale hardware jobbing concern in Florida, and one of the largest concerns of its kind in the South, has inaugurated an extensive publicity campaign in the Tampa Sunday Tribune in which Columbia Grafonolas for which it is a distributor, are featured prominently in a full page spread. The advertisement of the company in one edition of the paper covers many pages and urges the buying of Columbia Grafonolas and other merchandise from local dealers.

## SENTIMENTALITY OF MEN OFTEN A REAL SALES FACTOR

Study of the Men Folk as Buyers of Talking Machines and Records Well Repays the Inquisitive Progressive Dealer or Salesman—Some "Experiences" Here Set Forth

It is an established fact that women are the buyers of the country and merchants, knowing this, concentrate their attention on them, often excluding entirely the possibilities of making sales through the head of the house, the man. The man offers a mighty good field for the talking machine dealer and he should not be neglected as an avenue to sales.

While it is true that men, as a rule, allow the women to do most of the buying for the home, there are a number of methods of influencing them so that they either will buy themselves or use their influence with their wives to purchase a certain article at a certain store.

The best method of approaching most men is through sentiment. Men today are just as chivalrous and sentimental as they were in the days of old, despite reports to the contrary, and if the talking machine merchant approaches a prospective male customer and tackles him from the standpoint of sentimentality he enhances his chances of making a sale. Of course, any man with a grain of sense will have to be convinced that the machine he is interested in is durable and that he is getting his money's worth, from a practical standpoint, but no man is going to buy a talking machine simply because he makes a good bargain and it is up to the dealer to convince him that he desires music in the home and the particular make of machine which is being demonstrated to him before he will buy.

For example, John Smith is a landheaded business man. He has a wife and perhaps children at home, but personally he doesn't care a hang about a talking machine. However, his name is on the prospect list of Jones, the local dealer, who decides to sell Smith a machine.

Jones tries all the usual ways of interesting the prospect in a talking machine and fails. Circulars, ads, letters and the usual sales talks are without any visible effect. Jones is persist-

ent, however, and spends much time in thought. He realizes that Smith is devoted to his wife and decides to approach him from a new angle. Accordingly he sends Smith a personal letter, using attractive paper of good quality, in which he draws a picture of the home, how a woman loves music and how the gift of a talking ma-

## DID YOU GET YOURS?

If not, write today for circular illustrating our latest creation,

## THE KENT "SPECIAL"



to play lateral cut records only on THE EDISON DISC PHONOGRAPH



Operates only with the lever, same as EDISON. Made of brass tubing, carefully finished, beautifully fashioned and modestly priced, it is easily the best buy on the market. Do not overlook this opportunity of supplying your trade with a product really worth while. We guarantee THE KENT "SPECIAL" to add materially to your profits and prestige.

We specialize in attachments for Edison and Victor machines, also sound boxes, diamond, sapphire and steel needles. Drawn brass tone arms made to order. Tube and pipe bends of all kinds successfully executed. Inquiries solicited.

**F. C. KENT COMPANY**  
IRVINGTON, N. J., U. S. A.

Whose phonograph accessories "Win their way by their play"



### NEW EDISON JOBBER IN IOWA

Silzer Bros. Succeed Harger & Blish in Des Moines and Sioux City—H. H. Blish Will Move to California—C. G. Silzer Heads New Jobbing House—Well Equipped to Serve Edison Dealers in Important Territory

C. G. Silzer, of the Silzer Bros. company, was the first to move from the Harger & Blish company, to be known as Silzer



C. G. Silzer

Bros. will be organized within the next thirty days. The territory covered in this jobbing enterprise will be the same as that covered by Harger & Blish, the company to which Silzer Bros. are the successors, and the headquarters and service office address will be the same, in both Des Moines and Sioux City, Iowa, as was formerly occupied by Harger & Blish.

The change described above is the result of the long term of H. H. Blish, who has been

forth make his permanent residence in California. It is his intention to organize and operate in that State, in conjunction with his son, H. H. Blish, Jr., a financial company, which will discontinue Edison paper.


C. G. Silzer, who has for many years been a prominent member of Harger & Blish, will head the new company of Silzer Bros. He will have associated with him his two brothers, G. U. and Herman F. Silzer.

In chatting with a representative of The World C. G. Silzer stated that conditions in the Middle West covered by the business operations of his company are showing steady improvement. When the corn market is not in satisfactory shape at the present time the hog market is in excellent condition. In a recent trip which Mr. Silzer made to make an analysis of the territory covering business covers, he found that 60 per cent of the farmers own their own farms and that 80 per cent of the farmers are practically certain to go through the depression of 1921 sound and solvent. On the remaining 20 per cent he estimates 15 per cent will have a very hard time to pull through and 5 per cent will go under. This analysis, Mr. Silzer believes, indicates a fundamentally good status and one which will mean a substantial volume of Edison business during 1922.

At the present time, he says, business is somewhat spotted—very good in certain cities and lull in others. He believes that this variation indicates positively that the opportunity for sales exists, provided the retail merchant and his sales staff are holding aggressively every hour of every business day. He also said that price-cutting of standard lines has not assumed the threatening aspect which is the case in some of the large Eastern cities.

### RECENTLY INCORPORATED

The Wonder Phonograph Co., of Dover, Del., has been granted a charter of incorporation under the laws of that State with a capital of \$10,000.



## THE RESURRECTONE

"Edison processes perfected"

Trade-Mark Registered

Patented July 12, 1915  
June 22, 1920  
Jan. 2, 1921  
Dec. 1, 1921

Patents Pending  
Our new Timing fork and  
Simple Phonograph with  
standards of  
and perfection. Success  
Order sample, return if not  
Satisfied. **HUFFAY PHONOGRAPH CO.**  
160 Pearl St., New York City  
Makers of the "Air-Cut" Gramophone and Huffay Phonograph

### CATHEDRAL CO. PROPERTY SOLD

Real and Personal Property of Bankrupt Phonograph Co. Disposed of at Trustee's Sale

MARION, O., December 3. Real and personal property of the Cathedral Phonograph Co. Bankrupt was sold at a trustee's sale on November 26 to Dimon Herring, Mansfield, O., for \$44,900. Mr. Herring stated that it was his intention to open the local plant for the salvaging of the personal property.

The real estate in Marion County went to Mr. Herring for \$24,500. The appraised value of this property was \$35,000. The personal property was sold in bulk to Mr. Herring for \$20,400.

Personal property of the company consisted of some 800 completed phonographs, 100 other phonographs previously sold on consignment, of which seventy are at San Francisco and thirty at various other points; one lot of other phonographs, approximately 900; raw materials, miscellaneous hardware, and machinery located in the plant; miscellaneous tools, arms, parts and dies at Chicago; and all accounts, bills receivable and claims due the bankrupt company.

The Broken Music Co., at 2017 East Grand avenue, St. Louis, Mo., one of the latest additions to the local talking machine business, is featuring Victor products.

## A Merry Christmas and A Happy New Year to All

# 1922

is going to be a RECORD year

Let us help you make it so by pressing  
your records

*Samples and Prices on request*

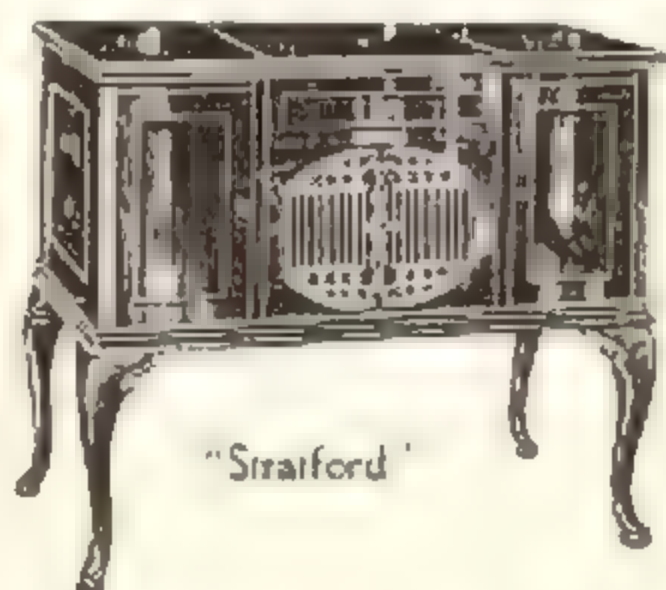


## THE BRIDGEPORT DIE AND MACHINE CO.

170 ELM STREET  
BRIDGEPORT, CONN.







## THE BRUNSWICK COMES TO HARDMAN HOUSE

As its inherent fitness made manifest the Brunswick's right to highest musical recognition, it became manifestly fitting that we should welcome it to Hardman House.

Our ideals of artistry and the artistic achievements of the Brunswick were too alike to remain permanently apart.

So now the inevitable becomes the actual. The Brunswick and Hardman House! One and inseparable. Complementing and mutually complimenting.

The brilliant gem in a rich new setting; the lovely blossom on a thriving stem; a distinguished stage for a new attraction.

Fifth Avenue's Phonograph Headquarters now invites you to new Headquarters for the Brunswick.

### *Individual Concert Chambers at Your Disposal*

We invite you to hear the Brunswick in repertory of your own choosing. Convenient main-floor Concert Chambers! Sound-proof!

### CONVENIENT TERMS

## HARDMAN, PECK & CO.

*Eighty Years of Fine Piano Making*

433 FIFTH AVENUE • NEW YORK

Also at 47-51 Flatbush Avenue • Brooklyn

## Fifth Avenue's Latest Convert

Above, a reproduction of a 400-line advertisement inserted in The New York Times of November 4th, and other papers, by the famous old music house of Hardman, Peck & Co., of New York and Brooklyn.

*"A man is known by the company he keeps"*

### THE BRUNSWICK-BALKE-COLLENDER CO.

General Offices: 625 613 S. Wabash Ave., Chicago

Branch Houses in Principal Cities of United States, Mexico and Canada

New England Distributor:

Kell, B. & Son, Inc.

1262 Boston Street, Boston, Mass.

Canadian Distributor:

Musical Merchandise Co.

79 Wellington Street, West, Toronto

The Brunswick-Balke-Collender Co.

15 Calles de Capatzen No. 28

Mexico City, Mexico

**Brunswick**  
PHONOGRAPHS AND RECORDS





One of the leading photograph manufacturers in the country, having more than 70 per cent of their output sold, wants a few first-class distributors in territories where they are not now represented. The proposition is a very attractive one for the right concern. Get particulars Box No. 2, Talking Machine World, 473 Fourth Ave., New York.

## SALESMEN ARE MADE, NOT BORN

The Most Successful Salesmanship Can Be Analyzed as Merely the Unremitting Application of Essential, Every-day Qualities.

Frederick W. Nash writes in a recent issue of the American Magazine, says that in his opinion good salesmen are made, not born, and says in part:

"The object of salesmanship is to sell, and is proper and normal for the price that you want to buy. The reason that most of us salesmen is that they think of themselves more than they do of those they want to buy as customers. The first principle of salesmanship is persuasion. It is not a diversion or oration, or hat air. Neither is it a kind of glorified begging. We speak of selling a new car, or getting over a deal. A real salesman does not think in those terms. He thinks how well he is to sell can make money for some one else, and when he has that all pertinent to his own mind, tells that someone of the place. Not only frequently salesmen who are unable to place a satisfactory order with a dealer, get out of the right out into the neighborhood and by a house to house canvass prove to the merchant that a demand exists for the goods.

"Sometimes a salesman becomes too homesick to his territory. At first he will know that he has to sell and he knows that he will sell part of the truth, so well that he becomes an order taker as far as his territory is concerned. He will try for months and months for years, a certain number of years or longer, until it comes about that he knows exactly how to refuse him. His arguments and their arguments stalemate, and he is left with a very difficult to keep a fresh mind of arguments over a well-beaten, conventional routine, and especially when a satisfactory portion of the people on the route has already been sold, the salesman loses his resource, and for its good as well as for the good of his customer he ought to be shifted to another ground. Every going will spoil any salesman that can be sold.

In spite of all the common that salesmanship is an art and that sales come through the ability of inspired salesmen, Mr. Nash holds to the belief that salesmanship is merely an unremitting application of essential, every-day common sense qualities.

## FILE PETITION IN BANKRUPTCY

A voluntary petition in bankruptcy has been filed by Walters & Barry, Battle, N. Y. Talking machine dealers. Liabilities are given as \$18,670.32 and assets are listed at approximately \$19,637.30.



Sound Boxes to fit Victor and Columbia. Samples, \$4.00 each.  
Tone Arm and Sound Box, Per Set \$1.35.  
We carry in stock parts for all makes of gramophones. Write for our catalog and prices.  
**Pleasing Sound Phonograph Co.**  
Manufacturers-Johns  
204 East 113th St., New York City  
Jobbing Territory Open

## J. J. REILLY JOINS JEWETT STAFF

Well-known Wholesale Traveler Will Cover Pennsylvania for Jewett Phonograph Co.—Identified With Trade for Many Years

December 15, December 6, A. A. East, sales manager of the Jewett Phonograph Co., of this city, announced recently that John J. Reilly had joined the company's sales staff and would cover Pennsylvania territory. Mr. Reilly has already spent a considerable portion of his time in the territory and is producing fine results.

John J. Reilly is well known to the retail trade in Pennsylvania, being identified with the industry for many years. For over four years he was department manager of the popular department of John W. Amaker, and in two years traveled for the Amaker company through the states in Pennsylvania, New York, New Jersey and Virginia. He then joined the staff of the Philadelphia Snow Co., the American company located in Philadelphia, and spent several years in the Philadelphia territory. His business. He resigned

from the Amaker company in 1919, and joined the Jewett Phonograph Co. in the same year. He has been with the Jewett company since then.

## EDISON ARTISTS IN CANTON, O.

Interesting Recital Held Recently Under Auspices of Rime's Edison Society

The Edison Society of Canton, Ohio, held a very interesting recital on November 22, 1921, at the Masonic Temple. The program was most excellent, and the artists were of the highest caliber. The recital was held under the auspices of the Rime's Edison Society, and was a great success. The artists included several of the most famous names in the Edison record industry, and their performance was most enjoyable. The society is a very active organization, and is dedicated to the promotion of the Edison records. The recital was a great success, and the society is looking forward to future events.

# CONNORIZED

## PHONOGRAPH RECORDS

10-inch DOUBLE DISC

### WITH A POPULAR HIT ON EACH SIDE

**Durable — Clear Tone — Musical**

If you have not tried these records send for some at once. Their reproducing qualities will prove to you why they are so popular and profitable. The latest hits are found in the list for December.

- |               |   |               |  |
|---------------|---|---------------|--|
| 3025<br>10 in | 1. Wonder If You Still Care For Me<br>2. I'm Glad You're Here<br>3. I'm Glad You're Here<br>4. I'm Glad You're Here | 3031<br>10 in | 1. Sabre and Spurs<br>2. Knights of Columbus March<br>3. Knights of Columbus March<br>4. Knights of Columbus March |
| 3026<br>10 in | 1. Dapper Dan<br>2. Oh, Brother, What a Feeling<br>3. Oh, Brother, What a Feeling<br>4. Oh, Brother, What a Feeling | 3032<br>10 in | 1. O Sandalwood<br>2. Adelle Fidelity<br>3. Adelle Fidelity<br>4. Adelle Fidelity                                  |
| 3027<br>10 in | 1. Baby Back My Blushing Rose<br>2. I'm Glad You're Here<br>3. I'm Glad You're Here<br>4. I'm Glad You're Here      | 3033<br>10 in | 1. E. Chalmers<br>2. E. Chalmers<br>3. E. Chalmers<br>4. E. Chalmers   |
| 3028<br>10 in | 1. I'm Glad You're Here<br>2. I'm Glad You're Here<br>3. I'm Glad You're Here<br>4. I'm Glad You're Here            | 3034<br>10 in | 1. E. Chalmers<br>2. E. Chalmers<br>3. E. Chalmers<br>4. E. Chalmers   |
| 3029<br>10 in | 1. I'm Glad You're Here<br>2. I'm Glad You're Here<br>3. I'm Glad You're Here<br>4. I'm Glad You're Here            | 3035<br>10 in | 1. E. Chalmers<br>2. E. Chalmers<br>3. E. Chalmers<br>4. E. Chalmers   |
| 3030<br>10 in | 1. I'm Glad You're Here<br>2. I'm Glad You're Here<br>3. I'm Glad You're Here<br>4. I'm Glad You're Here            | 3036<br>10 in | 1. E. Chalmers<br>2. E. Chalmers<br>3. E. Chalmers<br>4. E. Chalmers   |

## CONNORIZED MUSIC CO.

ALSO MAKERS OF CONNORIZED MUSIC ROLLS

817 E. 144th St., New York

UNITED MUSIC STORES

PHILADELPHIA

BALTIMORE



# Gennett

## RECORDS

*"The difference is in the tone"*



### Gennett Records

The charm of the Gennett Record is its truthfulness. It is not an imitation—not an approximation—it is the artist. The tones, full-rounded, pure, the subtleties of expression, the individuality, the personal magnetism of the artist are in the Gennett.

#### NEW GENNETTS FOR JANUARY

- |   |  |
|---|--|
| 4793 { I'VE GOT THE JOYS (Aka) (Intro: "Cry-Baby Blues")—Fox-trot. Bessie Krucor's Orchestra            | 4798 { IOWA CORN SONG (Lockard-Riley-Hamilton) Criterion Quartette with Orchestra Acc  |
| 75 { MY SUNNY TENNESSEE (Ruby-Kalmer-Ruba)—Fox-trot. Bessie Krucor's Orchestra                          | 75 { ON THE BANKS OF THE WABASH (Dresser) Criterion Quartette with Orchestra Acc   |
| 4794 { GYPSY BLUES (Blake-Blake)—Fox-trot. Ladd's Black Aces  | 4799 { DIMINI BAY (Whiting-Kahn-Egan). Irving Kaufman, Tenor, with Orchestra Acc   |
| 75 { I'M JUST TOO MEAN TO CRY (Sequins)—Fox-trot. Ladd's Black Aces                                     | 75 { DAPPER DAN (Brown-Von Tilzer). Irving Kaufman, Tenor, with Orchestra Acc  |
| 4795 { HOW MANY TIMES? (Robinson-Tark) (Intro: "Mamma Whiz, Mamma Spank")—Fox-trot. Bally's Lucky Seven | 4800 { KENTUCKY HOME (Brasher-Works). Strand Theatre Quartette, with Orchestra Acc   |
| 75 { WIMMIN I'VE GOT TO HAVE 'EM THAT'S ALL (Centro-Fisher)—One-step. Bally's Lucky Seven               | 75 { PLANTATION LULLARY (Stevens-Gillette-Haimet). Strand Theatre Quartette, with Orchestra Acc  |
| 4796 { LEAVE ME WITH A SMILE (Kochler-Burnett)—Fox-trot. Ladd's Black Aces                              | 4801 { AIN'T GIVIN' NOTHIN' AWAY (Zettler). Eliza Christmas Lee and Her Jazz Band  |
| 75 { WABASH BLUES (Ringle-McIsken)—Fox-trot. Ladd's Black Aces  | 75 { ARKANSAS BLUES (Lena Williams). Eliza Christmas Lee and Her Jazz Band   |
| 4797 { STACK OF BARLEY. Peter J. Conlon, Accordion—Piano Acc. John Muller                               | 4802 { BRING BACK MY BLUSHING ROSE (Friel) (Intro: "Sally, Won't You Come Back?" from "Zigzag & Follies of 1921")—Fox-trot. Merry Melody Man |
| 75 { NEDAN'S REEL—Irish Reel. Peter J. Conlon, Accordion—Piano Acc. John Muller                         | 75 { SAL-O-MAY (Sielz). Harry Rademann's Orchestra   |

THE STARR PIANO COMPANY, Richmond, Indiana

NEW YORK

CHICAGO

LOS ANGELES

BIRMINGHAM

DETROIT

CINCINNATI

CLEVELAND

INDIANAPOLIS

LONDON, CANADA



## REPAIRS

TALKING MACHINE TROUBLES AND  
HOW TO REMEDY THEM

Conducted by Andrew H. Dodie

### EFFECT OF A DOUBLE DIAPHRAGM

Baltimore, Md., November 22, 1921

Editor Talking Machine World

Will a reproducer with a double diaphragm worked with one needle give greater volume and clearer tone than a single diaphragm?

R. Eisenberg

Answer: The question of using a double diaphragm vibrated by one needle is one that has been worked over by almost all sound box experimenters.

There are many things to be considered in successfully making a sound box of this description which will produce any greater volume of tone without blasting or blurring.

In the first place, it is absolutely impossible to get two pieces of mica or of any other material that are exactly the same. They may measure alike to the ten thousandths part of an inch as to thickness and diameter, but still the fiber and vibrating qualities of each will vary. As a consequence the tone or pitch of each diaphragm would be different, sufficient to cause blasting or blurring.

To overcome these inherent defects certain experimenters have worked out the following method of constructing a sound box in order to get the maximum results.

Constructing the needle bar with a fork, and in such a way that it is connected to the center of each diaphragm, means is then provided to take the sound waves from the cone surfaces of each mica and carry them up into the horn or



### Superior Universal Reproducer on the Edison

Edison and Records, etc., for the Edison Disc

Phonograph

Superior Reproducer with 21 E Connection for Edison—Sample Prepared

to Dealer, \$4.75 Nickel—\$6.25 Gold

Retail Prices, \$7.50 Nickel—\$10.00 Gold

Quoted for quantity of reproduction



BARNHART BROTHERS & SPINDLER  
Montreal and Chicago Streets, CHICAGO

tone box. It is obvious that were the sound waves drawn from the opposite sides of the diaphragm, the result would be blurred or single-up tones, for when one side of the one diaphragm was pulling against the air the other side of the opposite diaphragm would be pulling away from the air.

I know of a sound box constructed in the following manner in which this trouble was overcome. The tones from one diaphragm were drawn off into a large horn attached in a fixed position and the tones from the other diaphragm were drawn off into a smaller horn placed parallel to the large horn, which was made movable much in the same manner of the slide trombone. In practice this smaller horn is moved in or out,

in relation to the diaphragm, and the sound box, as a whole, is tuned. The different lengths and sizes of the horns compensate the difference in time it takes the tone to travel from the diaphragm surfaces. It must be remembered that the tone from one diaphragm is always a little ahead of the other.

This subject will lead one to consider the possibilities of taking the tone waves from both sides of one diaphragm, and in doing this means must be provided for the use of a double horn system.

The actual result (answering your question) is a considerable increase in volume, but not as clear and brilliant a tone, with more liability to blast and blur than with a single diaphragm.

a good sound. All of the city's clubs are extending their wholehearted co-operation. I am strong in the belief that our efforts will meet with success."

the equal in appointments of any store in this section of the State. A comprehensive stock of Victrolas and records has been installed and, in addition, a sheet music department is being arranged. Robert Bothwell, formerly in charge of the talking machine department of the Shepard-Norwell Co. of Boston, Mass., has assumed the management of the new establishment. Miss Helen Moyer has been placed in charge of sales.

The expansion of the Rudd & Rix concern is the direct result of their aggressive sales policies in connection with the Victor and other lines of merchandise which they handle.

### INDUSTRIAL MUSIC BUREAU FORMED

Los Angeles Chamber of Commerce Forms Bureau for Music Advancement in Industry

LOS ANGELES, Cal., November 30.—Taking the lead among American cities in a new line of endeavor, the Los Angeles Chamber of Commerce has instituted a Bureau of Industrial Music. The new department is said to be making a strong appeal to the leading merchants and manufacturers in this district.

In telling the objects of the Bureau, Miss Antoinette Ruth Sabel, who has been made director, stated: "The aim of the Chamber of Commerce is to furnish a clearing house for the musical activities of Los Angeles—not for supervision but in order that the culture already existing here, together with its further development, may be available to newcomers, as well as to the citizens who may now be at a loss as to where they may use their musical ability to the greatest advantage."

"What kind of reception has the movement received?" Miss Sabel was asked.

"The very kindest from almost everybody," she replied. "Heads of industries employing large numbers of men and women have become enthusiastic when the meaning of the effort has been explained to them."

"The functioning of the Bureau will result in the establishment of choruses, bands and orchestras among employees and their gradual training and development into effective and permanent forces, which will mean much to the city's life."

"This is no experiment, for, a few years ago such a movement was started among the working people employed by Marshall Field & Co. of Chicago. To day the Marshall Field chorus is recognized as having passed the amateur stage and is rated as a professional organization, giving great oratorios to large audiences every year."

"I have long since learned from actual contact with the people that any amount of the best talent is snuffed out because its possessors are compelled to labor daily for a living, without the opportunity or the means which musical culture demands. To the thousands of such people an opportunity like this comes as

### RUDD & RIX OPEN NEW STORE

Central New York Victor Dealer Opens Attractive Branch Store in Herkimer

HERKIMER, N. Y., December 8.—Rudd & Rix, Inc. of Herkimer, N. Y., have opened an attractive branch store in this city, which is

**BRUNS**  
MADERITE

One Man Delivery Cover

A. BRUNS & SONS  
30 RALPH AVE.  
BROOKLYN  
N. Y.

## "BRUNS MADERITE"

### Phonograph Moving Covers

*Not mere price, but quality consistent with price—that's the basis of real economy*

Made in two grades: Grade "A" eight ounce Brown Duck Grade "B" Standard Khaki Duck lined with heavy flannel—interlined with heavy cotton felt and closely quilted.

REGULAR CLOSING TYPE COVER

Medium Size 48x20x20 1/2	Large Size 48x28x24 1/2
A—\$7.00	\$7.50
B—6.00	6.50

With Moving Straps Attached

A—9.50	10.00
B—8.50	9.00

CONSOLE OR PERIOD TYPE COVER

Grade A—\$9.50	Grade B—\$8.50
----------------	----------------

Write up for special prices on the BRUNS One Man Phonograph Moving Covers—also about the MADERITE Plaster Lined Rubbed and Phonograph Dust Cover.

One way delivery straps with handles, \$1.50  
Two way delivery straps with handles, \$2.50

## A. BRUNS & SONS

Manufacturers of Everything Made of Canvas



# H.K. Lorentzen

Manufacturer of  
**Exclusive Cabinet Hardware and Accessories**  
60 Grand Street  
New York City

## CAMEO RECORD CORP. FORMED

Law N. Burns President of New Company Capitalized at \$1,900,000—Will Manufacture Records to Retail at Fifty Cents—Earle W. Jones Vice-president of This Organization

plants in the country. The Cameo Record Corp. has made arrangements to handle the entire output of this record pressing organization.

In connection with The World, Mr. Burns assumed the chairmanship of the Cameo Record Corp., stating



Edward N. Burns

that the company will manufacture and distribute records in the quantities of 500,000 to 1,000,000 copies. The records will be of the highest quality and the company will be in a position to supply the

first Cameo record that will probably be ready for the market within a fortnight and it is planned to issue regular shipments.

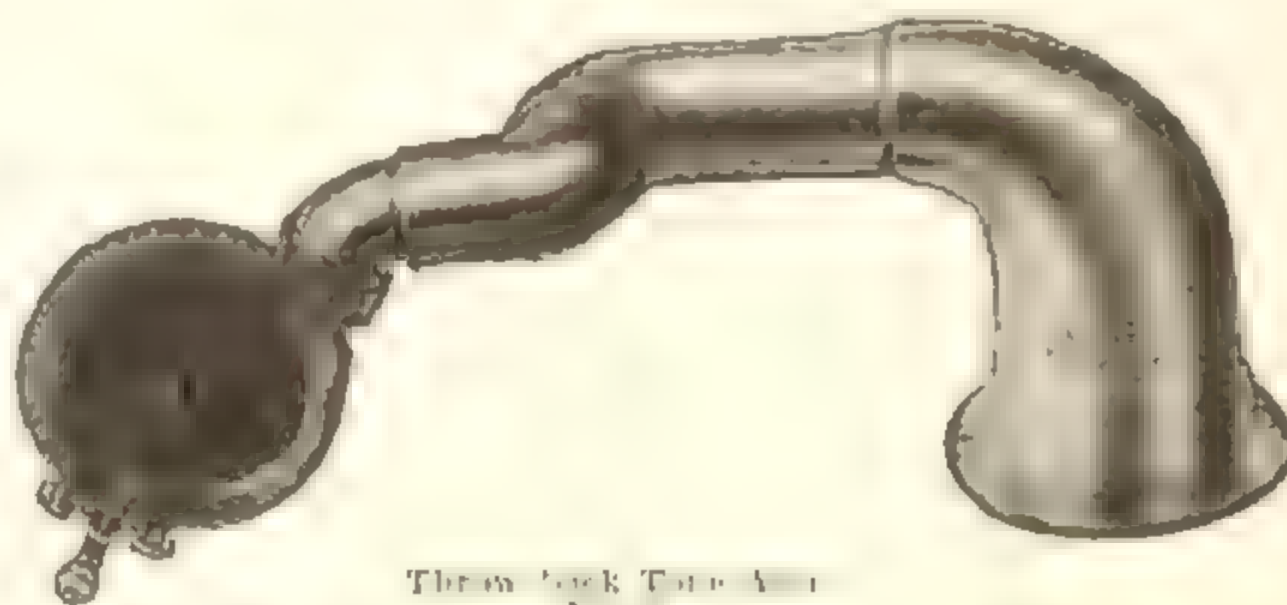
The company has taken over the fourth floor of the building at 102 West Twenty-eighth street, New York, which until now was the home of the recording division of the Columbia Graphophone Co. for many years. A complete and fully equipped plant is located at Eleventh avenue and Twenty-eighth street.

Wallace Dowling, formerly a member of the Columbia recording staff, has joined the new organization as recording engineer. Previously connected with the recording department of Thomas Edison Inc., he is now in charge of matrix production. Frank H. Hertz, formerly associated with the Columbia Graphophone Co. as general representative of the company in the department, has joined the new organization in a similar capacity. Among the artists who will be represented in the first shipment are the Blue Belles, the Dance Orchestra, the Vocalists Trio and Lucien's Roseland Orchestra.

As vice-president of the Columbia Graphophone Co., Mr. Jones has continued his activities in the recording end of the business, and he is known through the trade as one of the foremost authorities on recording. He is thoroughly familiar with every phase of the business and, as one of the most important executives, he will be in a position to give the dealers invaluable advice and cooperation in the development of their business.

The chief defect of the human mind is its inability to learn from those it considers inferior.

To our many friends we extend the compliments of the season and our best wishes for 1922



Throw Back Tone Arm  
No. 1

## The MUTUAL TONE ARMS and REPRODUCERS

Are of the Highest Quality

We manufacture tone arms and reproducers for all makes of machines. Our product has a reputation that will always be maintained. Sizes are 8', 8½" and 9'. Our new prices will interest you.

We are also manufacturers of the Mutual Tone Modifier, which does not muffle, but decreases the sound and may be secured for every type of reproducer made. Particularly appropriate for the portable

Manufacturers, Jobbers, Dealers, write for our proposition TODAY

## The Mutual Phono Parts Mfg. Co.

Manufacturers of Mutual Tone Arms and Reproducers

149-151 Lafayette Street

NEW YORK



# The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

Boston, Mass., December 5.—A holiday (Thanksgiving), the two days following, which were filled with bad weather and the subsequent Monday and Tuesday, when scarcely anyone ventured forth from their homes because of the inclement weather, made a big dent in business right at the beginning of the holiday season. Sellers had stocked up well and their goods have been well distributed among the dealers, but at this writing the trade has not been coming in as fast as was hoped for, though this is not to say that there will not be a rush from now until the eve of Christmas. The demand for records has been quite brisk, but the volume of business has not been such as to make the trade sit up and take notice. Competition is very keen everywhere and the concerns that are doing the best business, always having those older houses which have built up a large and dependable business, are those which exercise the greatest consideration, courtesy and tact in dealing with that floating patronage which is as likely to drop into one store as another.

## Record Sales Are Helped by Concerts

One thing that has helped the sale of records a great deal thus far this season is the excellent talent that has appeared on the concert platform here in the city singers and instrumentalists alike. A very profitable line of advertising is that in the concert program, and one cannot take up any such sheet as a Symphony Hall or Jordan Hall or St. James Hall concert without seeing the names of leading talking machine concerns, most of them especially featuring the singer or player on that particular day or evening. It is an interesting fact that many of the patrons of these concerts do not wait until after a concert to purchase an artist's records, but buy them in advance of the concert, and are thus made familiar with the singer's or player's ability and style by the time they sit through the concert.

## Tired of the "Gyp" Stuff

One encouraging piece of news to the reputable dealers is that the public is getting tired to death of the "gyp" stuff that has been put on the market in the past few months. As one dealer said the other day, the public has been fed on this material until it is sick and it will have no more of it. Hit rates somehow or other do not seem to interest the music lovers

any longer, and the ease is cited of a proposition that lately was well advertised in the daily papers at a low price and which carried the endorsement of a large department store, but even the weight of this name did not seem to avail much and the sales petered out rather unsatisfactorily. It all seems to come to this: reputable dealers only carry reliable goods which the public must pay a reasonable price for, and this is the policy that these same houses have not deviated from one single iota throughout their honorable careers.

## Well Satisfied With Columbia Progress

George W. Hopkins, vice president and general sales manager of the Columbia Co., visited Manager J. H. Mann a few days ago and expressed himself as well satisfied at the way Columbia business was moving along in this territory. At this writing Manager Mann is making a tour of the dealers in the western part of the State and will be away several days. He has been writing back to the Boston office in high appreciation of the manner business is becoming everywhere. For the last two months the demand for records here has been splendid and carload orders seem to be the regular thing these days.

## J. O. Morris Guest of Jos. Burke

Manager Joe Burke, of the Musical Supply & Equipment Co., had for his guest the middle of the month J. O. Morris, president of the concern who came over from New York to attend sales conference. A week or so later Mr. Burke started off on a business trip which took him through Connecticut and New York. He says that the Sonora is making great headway in his territory and that several new concerns have taken on this line of machines.

## Take on Okch Agency

L. B. Sheddell, of the L. B. Sheddell Co., Okch distributors for the New England territory, has lately signed up with houses in Manchester, London and Berlin, N. H., and all three concerns have taken on a large line of the popular cantors.

## New Puritan Agencies in New England

The Puritan has lately been introduced to the Fitchburg, Mass., and Bristol, Conn., public, according to John W. Ellsworth, of the Puritan Co., who has lately signed up with agents in these two cities. Mr. Ellsworth says the Puritan is going strong and a large number of hand-

## EASTERN SERVICE

"NEW ENGLAND SERVICE  
FOR NEW ENGLAND DEALERS"



We take this opportunity to say  
that our service is always ready  
for a happy, cordial, and  
prompt response. New and

**Eastern Talking Machine Co.**  
85 Essex Street  
BOSTON MASS.

some new models have lately been installed in the warehouse at 490 Esplanade Street. Benjamin F. Drake, who is associated with Mr. Burke, has had several very successful long cross trips through the New England territory lately.

## Planning Vocation Expansion in 1922

A trip was made by M. W. Wainwright, local manager of the Vocation, took over to New York the latter part of November was for the purpose of making out a program for the New Year campaign. A. C. Barry, head of the Vocation, said that the Vocation is in a very good position with him. Among the plans outlined by him was an extensive series of advertisements for the Vocation in the New Year.



## VICTOR SERVICE PLUS

for

## NEW YORK and NEW ENGLAND

We offer to the Victor Dealer co-operation that is intelligent, experienced and helps him get out of the rut, and put that "plus" business on his books, with two service centers that make for promptness in deliveries.

## THAT'S DITSON SERVICE

**OLIVER DITSON CO.**  
BOSTON

**CHARLES H. DITSON & CO.**  
NEW YORK



## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 79)

ten newspapers by way of calling the attention of the public to the merits of this instrument. Added interest in the *Vocalion* has been displayed the past few weeks through the presence in Boston of John Charles Thomas, who is a featured member of the company playing in "The Love Letter," and who is an exclusive *Vocalion* artist. One of his big song hits, "Chansonette," is soon to be released on the *Vocalion*.

## F. T. White's Department Broadening Out

Francis T. White's department at the C. C. Harvey Co.'s large and beautiful warerooms, at 144 Boylston street, is becoming right along and calls for the Victor, Edison and Brunswick lines which this company carries, are being received from a widely scattered area around Greater Boston, and even from more distant points. Two additions to Manager White's staff are Frank Berghaus, formerly with Kraft, Bates & Spencer, Inc., and Miss Martha Held, who has come to the Harvey warerooms from Henderson's. Miss Held has been employed at several large establishments in the last few years and has been specially trained in handling the Victor line. Wendell A. Harvey, head of the house, spent the end of November on a hunting trip down on Cape Cod, bagging much small game.

## Join Gilchrist Co. Forces

Norman Stocker, manager of the talking machine department of the Gilchrist Co., is well pleased over the demand that there has lately been for the Brunswick and Victor lines, and because of the need for extra service he has added to his staff Miss Emma D. Moran and Miss Elizabeth Smith, both experienced in handling machines and records.

## Artistic Bubble Book Window

The window of the Grafonola Co. of New England has a very attractive holiday display in which the Bubble Books are beautifully arrayed. The scene represents a winter countryside in mid-November and all around are

# HORTON-GALLO-CREAMER CO

NEW HAVEN  CONNECTICUT

## VICTOR SERVICE SPECIALISTS

Christmas Greetings and Sincere Wishes that 1922 will see the realization of your most cherished ambitions.

Mother Goose makes a very fine record of a well known story. The record is available in many languages. Manager of the department is Mr. J. H. Weller, formerly of the Fox Co., one of the largest record stores in Hartford, Conn., which has now a large talking machine department, with J. H. Weller as manager. Mr. Weller formerly was associated with Weller's in Worcester. The Parent House has lately undertaken a new record drive which was supervised by

the same firm. The record drive was supervised by the same firm. The record drive was supervised by the same firm.

## Important New Columbia Accounts

One of the new accounts of the Columbia record company is the

# KRAFT-BATES AND SPENCER INC.

## NEW ENGLAND DISTRIBUTORS

# Brunswick

PHONOGRAPHS AND RECORDS

## FACTS AND FIGURES

vs.

## PLANS AND PROMISES

As a business man, you are interested in seeing the actual figures.

In our office we can give you the facts which show our own success in handling The Brunswick Phonograph and Brunswick Records.

We can give you facts which prove the success of dealers supplied by us.

And we can give you facts from all over the country which will convince you that the Brunswick is the most profitable line you can sell today.

## KRAFT-BATES &amp; SPENCER, Inc.

1265 Boylston Street

Boston, Mass.

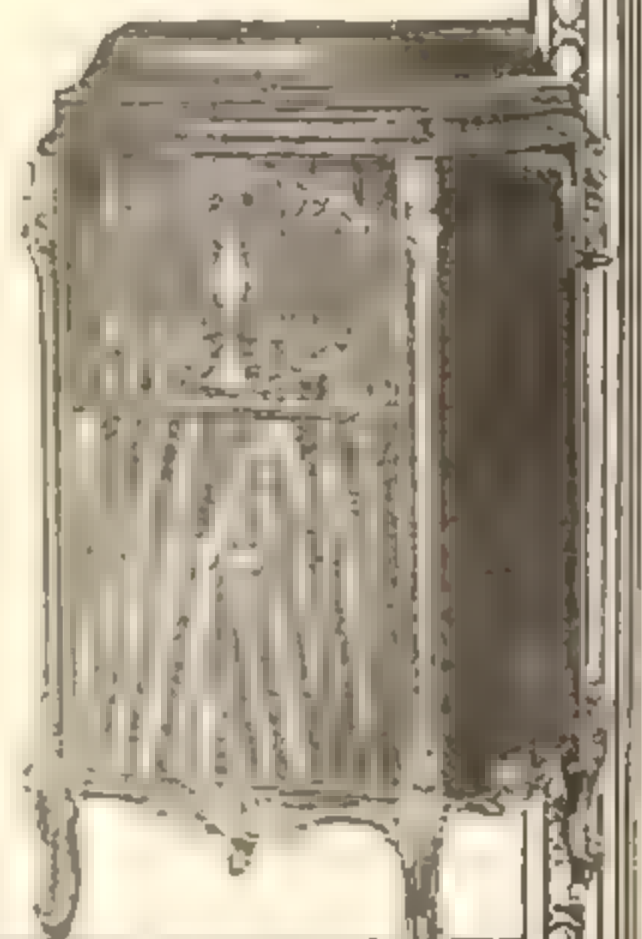
NEW ENGLAND DISTRIBUTORS

Steel Needles

Albums

Record Brushes

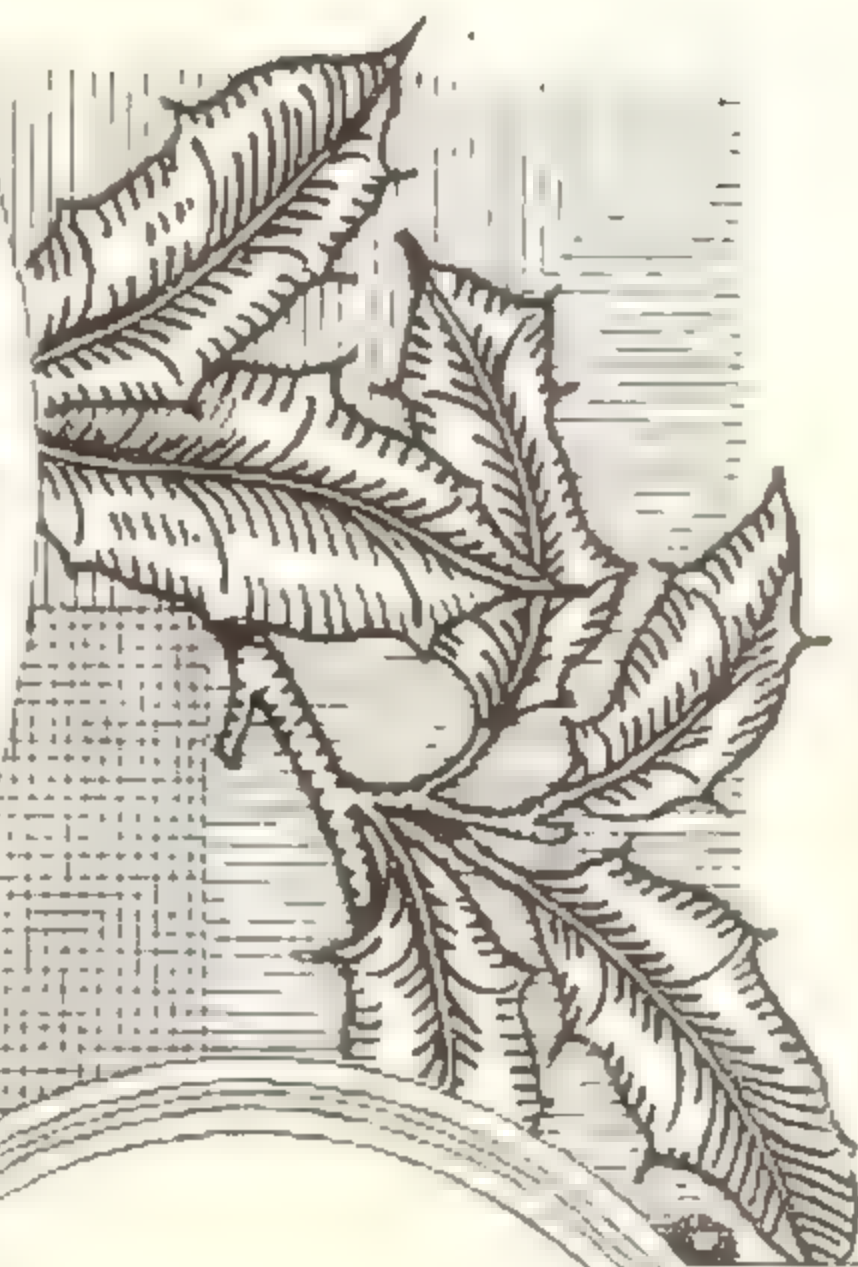
Khaki Covers





## Greetings to Victor Dealers

May the coming year  
bring with it an overflow-  
ing measure of Happiness  
and Prosperity!



### 1922

We are facing the New Year with utmost optimism and with the firm purpose of making Steinert Service even more valuable and helpful to the Victor Retailer than ever before.

STEINERT SERVICE SERVES

### M. STEINERT & SONS

*Victor Wholesalers*

35  
Arch St.

Boston,  
Mass.









THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 82)

STARR DEMAND IN NEW ENGLAND

Manager Fales Reports an Expanding Business in Machines and Records in This Territory

Boston, Mass., December 3. The New England branch of the Starr Piano & Phonograph Co. reports that the demand for the now well known Starr phonograph and Grammet record has been very far beyond expectations, which reflects the thorough work done by this branch during the past few quiet months in preparation for anticipated active Fall and Winter business. R. Fales, manager of this branch in addition to his many duties at headquarters, has made several trips in the territory working actively with staff calling on the trade and the result has been that many new dealers have been added to the growing number of agencies who sell Starr phonographs and Grammet records. The branch since its inauguration a year ago has shown exceptional progress and Starr products are now being sold in most every town in New England.

TO HANDLE CHENEY IN NEW ENGLAND

Stephen A. Colahan Appointed Representative for the Cheney Talking Machine Co. in This Territory, With Headquarters in Boston

Boston, Mass., December 3. Stephen A. Colahan, formerly of the American Grammet Co., has been appointed representative for the Cheney Talking Machine Co. in the New England territory, with headquarters in Boston. Mr. Colahan will be in charge of the Cheney business in this territory and will be assisted by a staff of salesmen.



Stephen A. Colahan

Mr. Colahan is a well-known figure in the Boston business community and has been successful in his previous positions. He is expected to bring a new level of success to the Cheney business in New England. The Cheney Talking Machine Co. is a prominent manufacturer of talking machines and records, and its products are highly regarded in the industry. Mr. Colahan's appointment is a testament to his experience and ability in the field of sales and distribution.

THE "STRAND" IN NEW ENGLAND

A. C. Erasmus Now Distributor for Manufacturers' Phonograph Co. in This Territory

Boston, Mass., December 3. A. C. Erasmus, formerly of the American Grammet Co., has been appointed distributor for the Manufacturers' Phonograph Co. in the New England territory. Mr. Erasmus will be in charge of the Manufacturers' business in this territory and will be assisted by a staff of salesmen. The Manufacturers' Phonograph Co. is a prominent manufacturer of talking machines and records, and its products are highly regarded in the industry. Mr. Erasmus's appointment is a testament to his experience and ability in the field of sales and distribution.



We Challenge Comparison

Exclusive Patented Features, Attractive Library Table and Phonograph Combined.

The new patented design of the Phonomotor is a masterpiece of engineering and art. It combines the beauty of a library table with the functionality of a phonograph. The design is unique and cannot be compared to any other product in the market. The Phonomotor is a must-have for any music lover. It is available in various sizes and finishes to suit your taste. Contact us today to learn more about this revolutionary product.

THE PHONOMOTOR

The Phonomotor is a unique combination of a library table and a phonograph. It is designed to provide a high-quality listening experience in a stylish and functional format. The Phonomotor is available in various sizes and finishes to suit your taste. Contact us today to learn more about this revolutionary product.

GEO. CLAY COX

Manufacturer

Offices: 73 State St. ROCHESTER, N. Y.

The Phonomotor is a unique combination of a library table and a phonograph. It is designed to provide a high-quality listening experience in a stylish and functional format. The Phonomotor is available in various sizes and finishes to suit your taste. Contact us today to learn more about this revolutionary product.

DOING BUSINESS OF \$1,000 A DAY

Talking Machine Department of Shepard Stores, Boston, Sets High Sales Record

The Talking Machine Department of the Shepard Stores in Boston has set a new sales record for the month of November. The department has achieved a total sales of over \$1,000 a day, which is a testament to the popularity of the products and the skill of the sales staff. The department is currently offering a variety of promotions and discounts to further attract customers. Contact us today to learn more about the latest offers and products.

LANSING KHAKI COVERS

The Pioneer Moving Cover



High Grade

Government Khaki

Dealer's Prices NOW:

\$6.00

medium size 43"x20"x23 1/2"

\$6.50

large size 49"x23"x24 1/2"

\$7.35

extra large 52"x22 1/2"x23 1/2"

Fitzall Leather or No. 3x Strap \$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS FOR PHONOGRAPHS AND PIANOS



170 Harrison Avenue BOSTON, 11, MASS.



## SPEAR CO.'S ARTISTIC PUBLICITY

Dover Merchant Features the Granby by Means of a Hallowe'en Party and Wins Third Prize for Granby Float in Parade

Dover, O., December 1.—The Spear Music Co., of this city recently entertained through the medium of a Hallowe'en party, and the honored guest was Virginia Granby, impersonated by one of the prominent young ladies of this city. She appeared masked in various parts of the town and everyone endeavored to discover her identity. It is said that her identity still remains a mystery. In the Hallowe'en parade, which was also held in this city, the Granby float, under the auspices of the Spear Music Co., won third prize among more than ninety floats which were in line. The structure at the front of the float represented the well known Granby slogan, "As Mellow as Southern Moonlight," showing a door with moonlight flowing through, which was made possible through the medium of a spotlight placed back of the car. A number of Granby models were placed on the float and were played during the parade. Seated next to one of the instruments was Virginia Granby and H. C. Schultz, garbed as the Father of his country, stood beside Miss Granby. This display attracted much attention and considerably increased Granby prestige in this city.

## A "PROGRESS VICTROLA SHOW"

COLUMBUS, O., November 30—Visitors from both small and large cities are arriving every day here in order to see the "Progress Victrola Show" at the Moorehouse-Morris-Martens Co. store. The cities represented thus far include Detroit, Toledo, Dayton, Mt. Gilead, Cleveland, Delaware and Camden, N. J.

The Tone Shop, Inc., Worcester, Mass., filed articles of incorporation a few days ago for the purpose of dealing in musical instruments and talking machines.



## PHONOGRAPH CASES

### Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

Let us figure on your requirements

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C.  
Mills in Va., N. C. and S. C.

## GENERAL PRICE REDUCTIONS ON VOCALIONS ANNOUNCED

Acolian Co. Puts Into Effect Radical Price Readjustments, Rebating Dealers for Machines in Stock—W. H. Alfring Explains the Significance of the Move—Back to Pre-war Basis

The Acolian Co. announced, on November 28, that, effective on that date, prices on all conventional models of Vocalions had been reduced to a point as low, or lower, than pre-war prices. At the same time it was stated that the new prices were guaranteed until July 1, 1922, and that all Vocalion dealers would receive rebates from the company covering the difference in price on all machines on their floors. The Acolian Co. also announced that between now and January 1, when the excise tax is taken off talking machines, the company will absorb that 5 per cent tax, thus making the quoted prices net. W. H. Alfring, manager of the wholesale department of the company, in making the announcement, said: "The trade generally has recognized that there must be some readjustment of prices to meet new conditions and we have simply taken a forward step by announcing prices based upon anticipated replacement costs rather than the prices we paid for the materials entering into the manufacture of Vocalions."

The many improvements which have been made in the Vocalion during the past two years have added materially to the intrinsic value and quality of the instrument and have included the

introduction of a new tone arm and sound box which has served to improve the tone quality to a point where it is far beyond criticism. Then, too, special attention has been given to both the designing and finishing of the cases and the cabi-



Period Model: Florentine

net work found in the Vocalion to day is accepted as a standard.

"In order that dealers may have some definite basis on which to place their orders and anticipate their requirements we have guaranteed the new prices until July 1 of next year, at which time there is no question but that the process of readjustment will have been completed and some sound foundation established for the conduct of business."

"We have arranged to rebate our dealers on all Vocalions on their floors on November 28, paying them the difference between prices charged for the instruments on hand and the new prices for the same models and, in order to avoid confusion, have arranged to absorb the 5 per cent excise tax from this time until January 1, when it will be eliminated through the operation of the new revenue law."

"There is no question but that this readjustment of prices, properly brought to the attention of the public, should prove a substantial factor in stimulating holiday business for all Vocalion dealers and enable them to increase their volume of trade to a considerable degree during the next few months."

## SAY IT WITH MUSIC

AND LET YOUR CHRISTMAS WISH  
AND NEW YEAR'S RESOLUTION BE

*"That every Victrola Owner shall obtain  
more pleasure from his Victor Records"*

Holiday Greetings to all our friends

## KNICKERBOCKER TALKING MACHINE CO.

VICTOR WHOLESALERS

138 WEST 124th STREET, NEW YORK CITY

We will gladly furnish gratis to any Victor Retailer  
our new idea, "How to sell more Victor Records."

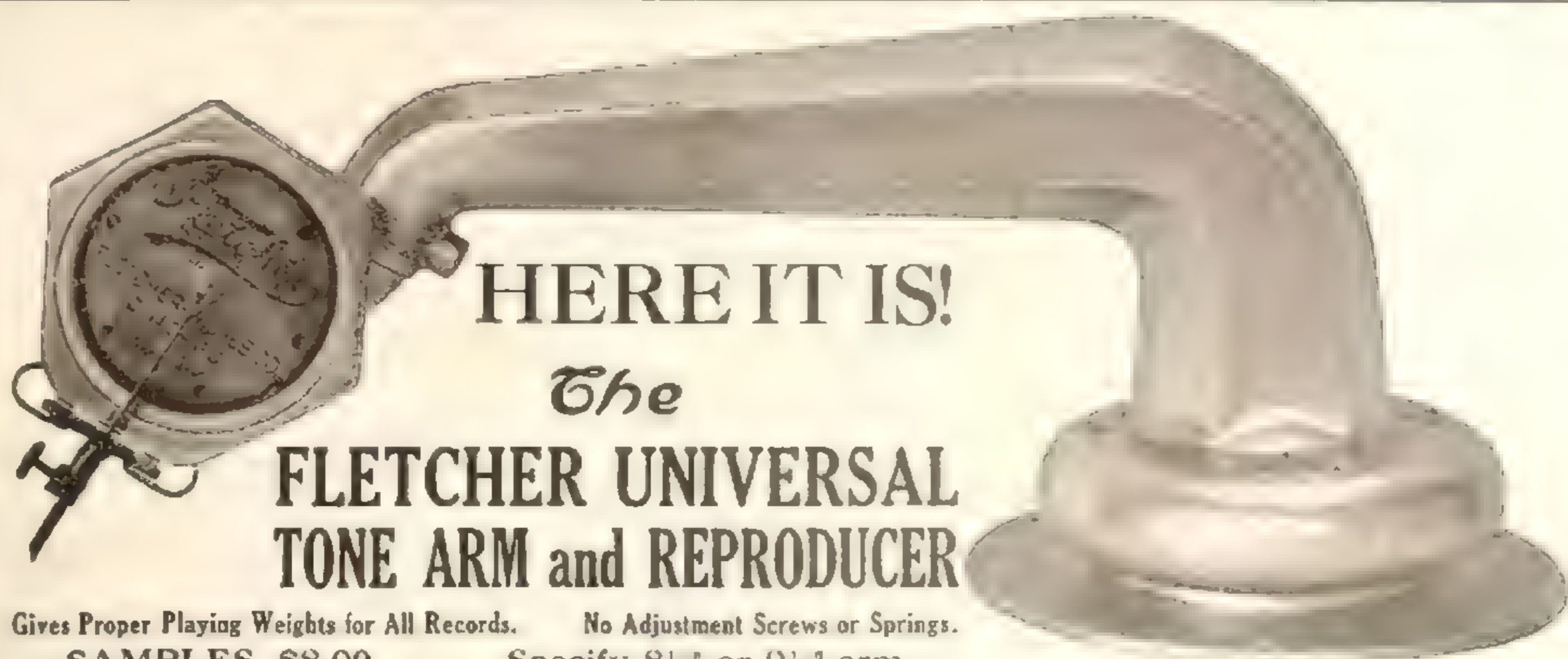
## COTTON FLOCKS

.. FOR ..

Record Manufacturing

THE PECKHAM MFG. CO., 236 South Street  
NEWARK, N. J.





# HERE IT IS!

## The FLETCHER UNIVERSAL TONE ARM and REPRODUCER

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs.

SAMPLES \$8.00

Specify 8½" or 9½" arm

**FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois**

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

## Scientific Treatment of Taxation Necessary

By J. H. TREGOE, Secretary-treasurer, National Association of Credit Men

We are about to receive from our Congress, after many months of pulling and howling and the clashing of diverse interests, a Federal revenue bill that will be satisfactory to no one, a regarnishment of the old bill, when conditions demanded a scientific measure, a measure of new alignments, a measure that would produce the needed revenue by equal application and without burdening any special interests. The increased normal tax on corporate profits is unwise. To us it seems strange that our representatives in Congress should not appreciate that a provision of this kind will frighten away capital, will drive it into recesses difficult to discover, and that, after all, it isn't possible to place the burden of taxation on any class of individuals or enterprises without hurting our entire economic scheme. Waiting patiently for the production of a bill that would respond in a large measure to the demands of the nation at this juncture accentuates the disappointment we feel that nothing better has been accomplished. The measure we are about to receive can be regarded as nothing more than an emergency in its character, not

something deserving of actual perpetuation.

We are led to question in this situation whether it is possible for Congress, representing, as it does, so many diverse interests, to do so delicate a piece of work as to make a scientific revenue bill, and if the time hasn't arrived, therefore, to place this work in the hands of a commission with sufficient powers to do it in a broad and intelligent fashion. We never realized what taxation meant until profits of corporate individuals and the incomes of individuals were penetrated to the very quick, but so long as it is necessary to take from the pocketbooks of the people a sum nearing or exceeding three billions a year, so long will it be necessary to conduct this operation equitably and to make as a basic factor the imposing of taxes according to the abilities of people to pay.

We believe the corporate enterprise should not be penalized. Every business should have a real freedom in the making of reasonable profits, and the people should pay from their incomes according to the income and the manner of its production, so that we may share and share alike, and

be happy as so long. We must become attentive on this subject, one of the most important before the nation at present, if we are to restore ourselves and become broad enough to meet the new conditions with earnestness and success.

## LIVE DEALER IN PONCE, P. R.

Ponce, Ponce Rico, December 2.—Louis V. Martinez & Co., talking machine retailers of this city, are doing an extremely substantial business on the island. A large measure of the success of this company can be attributed to the energetic publicity emanating from this home. In a recent issue of "El Dia" this enterprising retailer's publicity appeared in seven different places. His publicity covers such well-known lines as the Pathe phonograph and records, Wall Kane records and other well known accessories. This forceful publicity might well serve as an example for other progressive dealers.

The business that relies absolutely on one man is a business that is always walking along the precipice of oblivion. This is no iconoclastic statement, it is merely a red signal for business men who overlook or push aside the fact that today a business that has character itself is the business that will continue when the personalities of any one member is no longer available.

## SOMETHING ENTIRELY NEW IN TONE ARMS THE FLETCHER "STRAIGHT"



STRAIGHT INSIDE—Taper Outside

BALL BEARINGS THROUGHOUT

NEW DESIGN NEW CONSTRUCTION

Yes, it is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore

Made in two lengths, 8½" and 9½"

SEND FOR PRICES AND TERMS

**FLETCHER-WICKES COMPANY**

6 EAST LAKE ST.

CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS





Al Jolson, acclaimed the greatest comedian in the country, sings "April Showers," from *Bombo*, his new show in his own new theatre. You know how a Jolson hit goes. A-3500.

Columbia Graphophone Co.  
NEW YORK

### SAN FRANCISCO DEALERS EXPECT LARGE HOLIDAY TRADE

Elaborate Preparations Made for Effective Holiday Window Displays—Exhibitors at Industrial Exhibition—Recitals Stimulate Public Interest—Many New Agencies and Trade Changes

San Francisco dealers expect a large holiday trade. Elaborate preparations are being made for effective holiday window displays. Exhibitors at the Industrial Exhibition are making their displays attractive. Recitals stimulate public interest. Many new agencies and trade changes are being made.

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**"Talkers" at Industrial Exhibition**  
At the Industrial Exhibition, many "talkers" are being used. These machines are very popular and are being used in many places. They are being used to attract attention to the exhibits.

**Alterations at Kinselen Co.'s Stores**  
Kinselen Co. has made alterations in its stores. The new location is more convenient for the public. The alterations include new displays and better lighting.

**Melodiola Exhibit Attracts Interest**  
The Melodiola exhibit at the Industrial Exhibition has attracted a lot of interest. The exhibit shows the latest in Melodiola records and machines.

**Victor Artists Coming Soon**  
Victor artists are coming soon to San Francisco. They will be performing at the new Victor agency. The artists include some of the best in the country.

are giving recitals throughout the country, are expected in California in February. Billy Morton of Sherman, Clay & Co. is arranging a series of recitals for the troupe.

**Columbia Co.'s Music Campaign**  
The Columbia Co. conducted a great music campaign in the San Francisco territory this month. Machines and records were loaned without charge to prospective customers, who thus had the opportunity to test out the merits of the Columbia products. Many sales resulted from the plan and the educational value of the campaign has already been most noticeable.

**Edison Recitals Stimulate Interest**  
The Edison Co. on the Coast is little short of colossal these days. Many new agencies have been opened and the popularity of Edison machines and records was greatly increased in the last year. By co-operating with dealers in giving tone test recitals the Edison Co. has stimulated unusual interest in its product. The most successful recitals given recently were those by Miss Helen Clark, contralto, and Joseph Phillips, baritone, assisted by Thomas George, pianist. These artists gave a recital at the St. Francis Hotel, under the auspices of the Edison Shop, and the same program was repeated at different dates in a number of California cities. In some instances the recitals celebrated the opening of new Edison agencies. Among the musical houses which sponsored the recitals are the following: The Garrett Owen Music Store, Oakland and Berkeley; Modesto Music Store, Modesto; Hockett, Bristol & Cowen, Visalia and Fresno; Santa Rosa Furniture Co., Santa Rosa; Nielsen Furniture Co., Berkeley; M. Newfield & Sons, Lodi; and the Fox-Mox Music Co., Sacramento and Marysville.

**H. C. Capwell Co. Opens Studio**  
On the occasion of the dedication of the new talking machine studio of the H. C. Capwell Co. of Oakland, recently the Clark-Phillips recital was given to a large specially invited audience.

**Concert Features Alameda Opening**  
Louise M. Pates is the proprietor of the Phonograph studio, 2012 Santa Clara Avenue, Alameda, a new "Home of the New Edison" formally opened for business last week. The occasion was made glorious by a special concert, featuring Stella Juba, Flossie Dent McGuire, John Wharry, Louis and Hollister B. McGuire. The recital was held in the Kialto Theatre.

**New Kohler & Chase Store**  
Kohler & Chase have opened a new store at 1346 Stockton Street this city, in order to better cater to the trade in the North Beach district. M. J. Malatesta is the manager.

**Three New Brunswick Agencies**  
The Brunswick-Balke-Clender Co. placed three new agencies for Brunswick phonographs and records this month, all of them large dealers. They are: The John Brenner Co., Sacramento; the Jackson Furniture Co., Oakland; and the Sterling Furniture Co., San Francisco. Mr. Corcoran, sales manager for the San Francisco

The General Phonograph Mfg. Co.

Model "E" Table Phonograph

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY

New Model "E"

Plays All Makes of Records

Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co., Elyria, Ohio









## Our Holiday Message

To the Talking Machine Trade

"A happy, joyful Christmas, with an assurance of our sincere friendship and loyal pledge to render to our customers a more complete merchandising service and helpful co-operation for the todays and tomorrows of the coming year."

The Eclipse Musical Co.,

Cleveland, Ohio





**DE FOREEST SEES TRADE REVIVAL**

President of National Association of Music Merchants Responds to Call of National Prosperity Bureau With Optimistic Message

What he calls a "new era of expansion of trade" is seen by M. V. DeForeest, of Sharon, president of the National Association of Music Merchants, whose large retail music interests at Sharon and Greenville, Pa., and Warren, O., are in the heart of a large producing center of the steel industry.

In response to a call of the National Prosperity League, which is promoting a program calculated to restore confidence, stimulate buying, speed up manufacturing and relieve unemployment, Mr. DeForeest sent a message as follows:

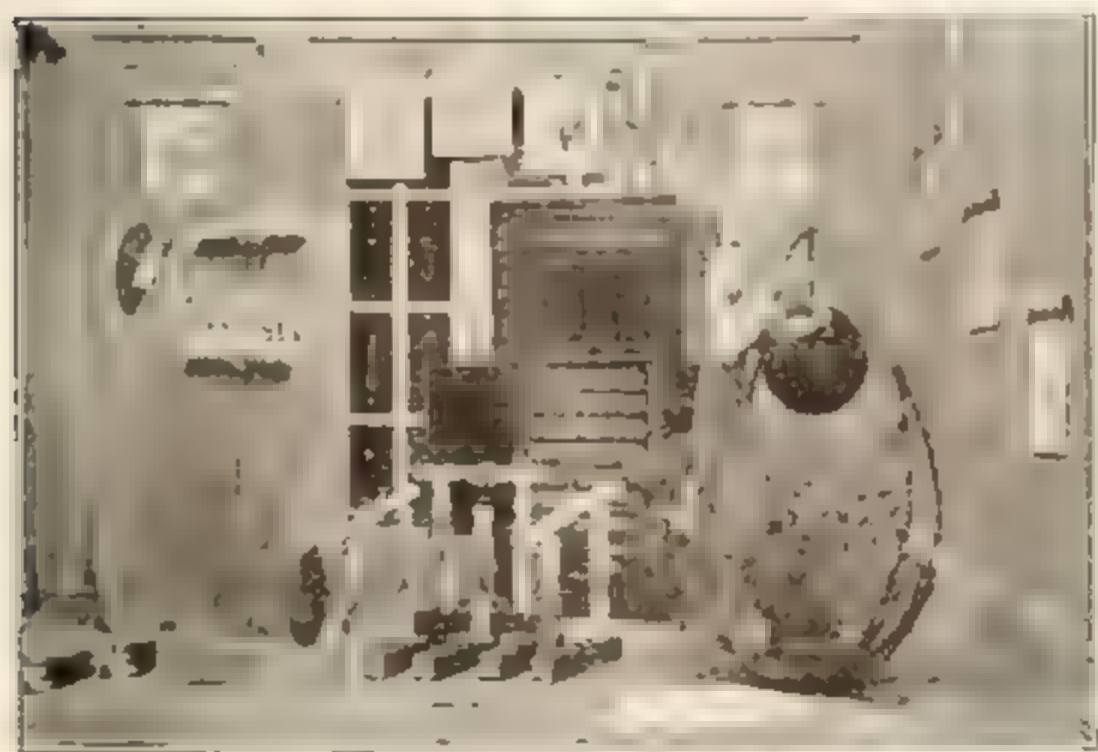
"With the Federal tax on music removed by Congress, good cheer, confidence and smiles have succeeded the frowns and lassitude of the past. Music-loving folks were hindered in their desire for music and musical instruments during the discouraging industrial period just past. Manufacturers and retailers are alert to supplying better merchandise at lower costs. The confidence of the buying public is enhanced by this rapid return of the music industry to normalcy. We are already well started on a new era of expansion of trade, which is now felt in increased employment. The steel industry, termed by many as the barometer of business, is operating at its largest capacity of the year. The Middle West States are registering more business and increased industrial improvement, the textile centers show a marked business betterment, and a sympathetic improvement is spreading over the country in all trades. A general good tendency for increased business obtains everywhere."

Mr. DeForeest appointed E. H. Droop, of Washington, to represent the National Association of Music Merchants at a joint Congressional commission meeting recently in the Capitol Building at Washington, in response to an invitation from the National Prosperity League.

**ARTISTIC COLUMBIA DISPLAY**

C. C. Baker Features Columbia Record of "My Sunny Tennessee"

COLUMBUS, O., December 5—C. C. Baker, of this city, one of the leading Columbia dealers in the country, makes a specialty of preparing artis-



Columbia Records Featured by C. C. Baker tie window displays. In the accompanying illustration Mr. Baker's display features the popular song hit, "My Sunny Tennessee," and a Columbia Grafonola is utilized as the background for one of the most artistic displays that this dealer has featured in some time.

**REDUCE CANADIAN FREIGHT RATES**

OTTAWA, ONT., December 3—The Board of Railway Commissioners of Canada have issued a formal order providing for drastic reductions in railroad freight rates. The order, which provides only for reductions in domestic freight rates, notifies railway companies that tariffs must be filed, effective December 1. The reduction is based on transportation charges as of September 13, 1920, and the average reduction fixes rates approximately 20 per cent higher than they were on that date.

**MARTIN BROS. PLAN ALTERATIONS**

Extensive Alterations, Including Talking Machine and Record Departments, to Be Made by This Well-known Springfield House

SPRINGFIELD, Mo., December 8.—Martin Bros. Piano Co. is planning extensive alterations to the interior of its building on McDaniel avenue immediately after the holidays. The three floors of the building will be completely remodeled and many improvements will be added to the talking machine, musical instrument and piano display rooms.

The first floor will contain the talking machine demonstration booths. Woodwork and decorations throughout will be in gray ivory. A specially constructed balcony along one side of the room will contain the record racks. The second floor will be devoted to display rooms for talking machines, tone test rooms and demonstrating parlors. When finished this will be one of the most modern stores in the Southwest devoted to the sale of all kinds of musical instruments and supplies.

**SPRINKLE PIANO CO. BUYS BRANCH**

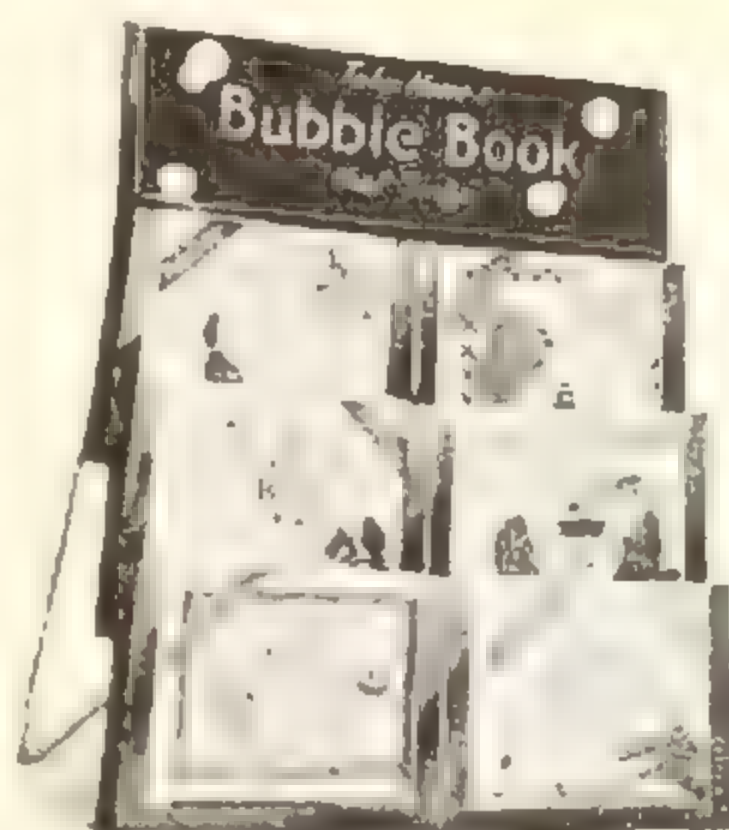
Webb Piano Co., Inc., of Richmond, 1 Purchased by Well-known Norfolk Concern

NORFOLK, Va., December 8.—The Sprinkle Piano Co., Inc., announced the purchase of another store. The Webb Piano Co., Inc., of Richmond, Va., has been purchased, making the Sprinkle Piano Co. the largest piano company in the South. The Webb Piano Co. has a branch office in Norfolk. The Sprinkle Piano Co. is located at 214 North Main street and occupies two floors. Alterations are being made in the store shortly after the holidays. The store will carry pianos will be carried in to the store along with the other three stores, namely, Sprinkle, Webb, and Cable & Sons, Davenport, Va., and Davidson Bros. Brunswick phonographs and records and Q. R. S. music rolls will also be handled.

The A. Hope Co., Victor dealer, of Council Bluffs, Ia., is featuring these machines and records in a "Buy Your Victrola Now" drive.

**An Ideal Holiday Proposition**

—and Just as Good for All  
The Rest of the Year!

**BUBBLE BOOKS**  
**"that Sing"**

Here Are Seven Good Reasons  
Why Bubble Books Are a Good  
Proposition Every Day in the Year.

- First:** They pay a liberal return on a small investment.
- Second:** They solve the problem of selling children's records.
- Third:** Bubble Book records are good records—made by a company which is internationally famous.
- Fourth:** Bubble Books form a buying habit. Children hear one, learn that there are others and give their parents no peace until they have the entire set.
- Fifth:** The reduced price of \$1.25 greatly stimulates their sale.
- Sixth:** Bubble Book interest is not limited to any particular season. Children love them any time.
- Seventh:** Prominently displayed Bubble Books will take first place when it comes to rapid turnover.

Start the New Year right!—Display Bubble Books—and remember when you sell one—you sell a habit—and when you are selling a habit you are doing a business

**HARPER & BROTHERS**

Bubble Book Division

130 West 42nd Street

New York City







# The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, Pa., December 8.—The talking machine business in Philadelphia during the past month showed a considerable increase over the previous month, and was slightly better than business for the same period in 1920. It was the best month the dealers have thus far had this year, and it looks as if there were going to be a heavy talking machine business, at least during the holiday period.

## Aid in Getting Records to the Public

Several months ago the North American, of this city, commenced to devote a special section of its paper on the first of the month to the records issued for that month by the various firms. It not only gives a list of the selections, but also a description of them. The records are well classified, thereby giving the public an excellent idea for selection. The December lists are unusually attractive, and the following firms are represented: Victor, Brunswick, Edison, Vocalion, Columbia, Arto, Emerson, Gennett, Pathé and Okeh.

## Great Columbia Activity

A very fine display of Columbia's, showing all their exclusive features, is at present being made in the window of the Philadelphia Record, and is attracting considerable attention. The Columbia Co. reports a very excellent business all through November, and notes that a number of its dealers are selling such acts of Gracie Fields, included among which are the Columbia Gracie Fields Parlor, Washington, D.C., the Union Music Co., of Harrisburg, Pa., the Frankford Music Stores, of Frankford, this city, and the Berks Supply Co., of Reading, Pa.

## Dealers Entertained

During the month the Columbia Co. gave a most enjoyable evening at its headquarters at

Sixth and Filbert streets to all the local dealers in this city and vicinity, more than one hundred being present. The entertainment was given by Victor and Schenck, who are appearing here in the "Hobbes." There were also vocalists from the Leo Feist offices, the Fred Fisher Co. and others. The entertainment lasted from 7 to 10 P.M., and cigarettes were supplied by the press. The entertainment was so much enjoyed that the firm has decided to repeat it whenever there are prominent Columbia artists in this city. Toward the end of the month Helen Lauder, an exclusive Columbia artist, entertained a very large audience in the Ball Room of the Bellevue Stratford.

## Some Recent Visitors

Toward the end of the month Manager Cummin, accompanied by Robert Porter, the field sales manager of the Columbia Co., spent several days up the State among Columbia dealers. Among the recent Columbia visitors here were: H. B. Newkirk, of Salem, N. J.; W. B. Hill, of Pottsville, Pa.; J. A. Southern, of Newark, Del.; Neal Cunningham, Mt. Carmel, Pa., and early in the month the local office were paid a visit by G. W. Hopkins, president of the Columbia Co. A. J. Lawler has been added to the Columbia Co.'s sales force, and Messrs. Strahl, Lawrence and Hargrave have been added to the Columbia record department.

## Penn Phonograph Co.'s Extensive Moves

The Penn Phonograph Co. reports having had a very satisfactory November in selling Victor machines and records and that its supply of both is growing. It is the opportunity of keeping its dealers fully well supplied, especially with records. F. W. Barbell, the president of the company, is making considerable gains

in the business, and is very active in the field.

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## Difficult to Get Enough Stock

The local office are having a very difficult time in getting enough stock to meet the demand for the new records, and are having to turn away many orders.

## Distributing Gennett Records

The local office are having a very difficult time in getting enough stock to meet the demand for the new records, and are having to turn away many orders.

## Wilson's Unique Advertising

The local office are having a very difficult time in getting enough stock to meet the demand for the new records, and are having to turn away many orders.

To All Victor Associates  
**THE LOUIS BUEHN COMPANY**  
 of Philadelphia

Wishes Each of You a Happy Christmas  
 and  
 A New Year of Renewed and Great Prosperity.

*Louis Buehn*  
 President







## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 92.)

Recent Victor callers on Mr. Weymann were E. M. Watts, of Burlington, N. J., and Charles H. Godfrey, of Atlantic City.

#### Enlarging of Hill Store

A recent Philadelphia visitor to Pottsville states that the extensive improvements and enlargement of the W. B. Hill store room, 205 North Center street, in that city, have made this store one of the handsomest music exhibit parlors in the country. The work was under way for six weeks and was well worth the time expense and inconvenience. The interior of the big store room has been finished in light and dark buff colors, blended beautifully by the artistic decorator, Charles Faust. The main demonstration side room is so large that a party of prospective patrons may sit in it and test out a piano talking machine or other musical instrument. Also, there are individual demonstrating rooms. A large music rack has been added to the store equipment, capable of receiving thousands of records in a horizontal position. In addition to the large assortment of regular records there are on hand records in the Hebrew, Polish, Lithuanian, Hungarian and other languages.

#### Some Recent Visitors

Among recent talking machine men from out of town noticed on this market were J. P. Cannon, manager of the J. H. Troup Co., of Lancaster, Pa., and Mr. Shaeffer, manager of the C. M. Sigler Co., of Harrisburg, Pa., both well-known business men.

#### Some Local Retail Changes

The Vocation Shop, at 1626 Chestnut street, was closed two weeks ago. This shop was conducted by the Philadelphia Show Case Co. and was started a short time after this company took over the handling of the Sonora, when it was named the Sonora Shop. When the Show Case Co. relinquished the Sonora and took over the Vocation it was called the Vocation Shop, and now that the Show Case Co. is going out of the talking machine business the Vocation Shop has been closed. The local distributor of the Vocation

products in this district has not as yet been announced, although a number of firms are after the handling of this new machine in this market. Mrs. Carolyn Ross, who was connected with the Vocation Shop, has gone back to the Gimbel employ. She is one of the most efficient saleswomen of talking machines in this city.

#### Brieflets

J. E. Williams, 1703 Snyder avenue, has just

completed extensive alterations to his Sonora Shop, and can now be seen having one of the most attractive shops in South Philadelphia.

A. J. Johnson is the new Paté de France in Philadelphia.

Recently J. M. Callaway, Victor dealer at Hazleton, Pa., was in Philadelphia, securing some extra equipment for his store, including new

(Continued on page 141)



May your Christmas  
be filled with happiness

and the

New Bear bring you  
unbounded prosperity

**H. A. WEYMANN & SON, Inc.**

1108 Chestnut Street

Philadelphia



AND  
SINCERE  
WISHES FOR



**A New Bear of Happiness  
and Prosperity**

are extended to the entire industry, carrying with them our expression of faith in American business and an assurance to our own dealers of plans for 1922 which will bring bigger and better business.

**SONORA COMPANY of PHILADELPHIA**

Distributors of **OKeh** Records

1214 Arch Street

Philadelphia, Pa.



*"You can't go wrong  
with any Feist song"*



A Fox-Trot Ballad with a Dixie Melody

# GEORGIA ROSE

**Joins Penn Co. Forces**

D. H. Hays, a well-known business man, has joined the forces of the Penn Co. in the new building at 1025 Arch Street, where he will be in charge of the new branch office.

**ORNSTEIN CO. IN NEW QUARTERS**

**Noted Jobbers Established in New Building at 1025 Arch Street—Admirably Equipped**

The Ornstein Co. has established its new headquarters at 1025 Arch Street, a building which is admirably equipped for the business of a large jobber. The new quarters are located in the same building as the former headquarters, and the company has moved there from its old quarters at 1025 Arch Street.

The new quarters are admirably equipped for the business of a large jobber. The new quarters are located in the same building as the former headquarters, and the company has moved there from its old quarters at 1025 Arch Street.

The new quarters are admirably equipped for the business of a large jobber. The new quarters are located in the same building as the former headquarters, and the company has moved there from its old quarters at 1025 Arch Street.

**THE VALUE OF DECISION**

Make and stick to a decision. It is the only way to success. The first step is to make a decision. The second step is to stick to it. The third step is to make a decision. The fourth step is to stick to it.

**ESTEY PIANO CO. FORCES IN PHILADELPHIA CELEBRATE**

The Estey Piano Co. forces in Philadelphia celebrated the opening of their new building at 1025 Arch Street. The new building is admirably equipped for the business of a large jobber. The new quarters are located in the same building as the former headquarters, and the company has moved there from its old quarters at 1025 Arch Street.



Attendants at Recent Estey Celebration

**TO OPEN NEW VICTOR DEPARTMENT**

The Victor Department is opening a new branch office at 1025 Arch Street. The new branch office is admirably equipped for the business of a large jobber. The new quarters are located in the same building as the former headquarters, and the company has moved there from its old quarters at 1025 Arch Street.

...of the new building, which will be fitted up for the business of a large jobber.

**THE POWER OF WORDS**

The power of words is great. We can use words to build up a business, or we can use words to destroy a business. The power of words is great. We can use words to build up a business, or we can use words to destroy a business.

**PLACES VICTROLAS IN SCHOOLS**

The Victor Company has placed Victrolas in schools all over the country. The company has placed Victrolas in schools all over the country. The company has placed Victrolas in schools all over the country.

**MAGNET DECALCOMANIE NAMEPLATES**

**FOR TALKING MACHINE CABINETS ETC.**

Pamphlets with fac-simile illustrations and prices mailed on request.

**SMITH-SCHIFFLIN CO.**

149 Church Street New York City

**DORAN CO.**

**THE PHONOGRAPH & RECORD CO.**

**J.E. STRATFORD**



# ENTIRE TRADE PROVES OPTIMISTIC REGARDING PROSPECTS FOR 1922

*Sees a Clearing Up of the Uncertain Situation Next Year and a Gradual Return to Normal Business Conditions—Real Opportunities Ahead for Energetic Retailers*

THE members of the talking machine industry, in a wide range of optimistic views of the business prospects for 1922, as they relate to their own trade, and, in most cases, have excellent reasons for their confidence in the future of a long range of goods gathered by The World from various sections of the country are presented herewith.

While it is admitted that general business conditions this year, and particularly during the past few months, have been unfavorable, it is believed that the situation is being cleared up gradually, and that as normal activity returns to the country, the farming element disposes of crops and takes its loss more with a resignation than with a permanent feeling.

One of the problems that the trade in certain quarters had to contend with was that of overcoming the effect of the "flood" of the throwing on the market of thousands of machines of value and reputation, offered at hypodulating prices. This had a bad effect on legitimate business, but it is felt that the worst of the "flood" is now over and that the best of the year will see a return to the practice of handling standard and trustworthy products in a businesslike way.

As a general thing, there seems to be an increasing demand for the more expensive and elaborate models of machines, particularly the console types, although the standard models sell their own price faster. The record situation shows material improvement, both in the matter of supplies and in the demand.

Taking it as a whole, there is every indication that the year 1922, in the opinion of those members of the trade in a position to speak with some authority, will offer real opportunities for the retailers who go into business in an energetic and systematic manner and who actually work to sell the machines for which they are representatives.

## VICTOR TALKING MACHINE CO., Camden, N. J., by Ralph L. Freeman, Director of Distribution

"It seems to me that the year 1921 must always stand out in the memory of every machine dealer in any way actively engaged in the trade.

"The line of going up has been marked as the temperature chart of an illness. We feel, however, that it is gradually becoming cleared and more normal, and that general conditions will be better in 1922.

"In point of volume our own business has been wonderful, exceeding that of any other year, but the margin of profit has been so narrow that it only the present was considered, and we had to consider it a case of 'Love's Labor Lost.' We feel satisfied, however, because the price has not tried to form a shadow, and a gratifying situation in favor of our customers has been the picture of the year will show more clearly in retrospect than it now appears.

"For 1922 we expect slightly better general conditions and decidedly better opportunities for dealers in Victor products. We do not expect to predict abnormal demand, but we believe that the public, having less fear of importing machines, will evidence less resistance to our advertising efforts.

## UNIT CONSTRUCTION CO., Philadelphia, Pa.

"Nineteen twenty-two will mean for us a return to normalcy in the talking machine industry. We should not anticipate abnormal activity such as prevailed during the last half of 1919 and the first half of 1920. Conditions which have prevailed during the past six months have clearly indicated that we may expect the following in 1922:

"Normal buying as against 1921's excessive buying.

"Normal competition as against 1921's overcompetition.

"Normal service as against 1921's over-service.

"Normal price levels as against 1921's inflation.

"I am, however, convinced that the year 1922 has been 25 per cent greater than during the corresponding period of 1920 and the nation is increasing rapidly."

## MINNEAPOLIS DRUG CO., Minneapolis, Minn.

"Conditions throughout the Northwest at the present time are not very promising. The States of Minnesota, North and South Dakota, Iowa and Montana in which we operate, are very bad, but, owing to the extremely low price of all farm products.

"This is strictly an agricultural territory, and we see little debt-paying ability in the present crop at prices now prevailing and the farmers

are not in a position to get going again on any scale. The year 1922 is looking in a somewhat brighter light, but business will have to be kept on a normal basis.

"The year 1922 will be a year of normalcy, and the year 1923 will be a year of normalcy.

"The year 1922 will be a year of normalcy, and the year 1923 will be a year of normalcy.

"The year 1922 will be a year of normalcy, and the year 1923 will be a year of normalcy.

"The year 1922 will be a year of normalcy, and the year 1923 will be a year of normalcy.

"There seems to be an increasing demand for period and music records. We do not think, however, that the record business will be over \$5 per cent in the year. Our prediction is, however, that this will increase rapidly and soon.

"There is a great many offerings of records on the market at extremely low prices, but we believe that this will increase rapidly and soon.

## MICKEL BROS. CO., Omaha, Neb.

"Business has not come back to the volume of last year, but will this long as normal conditions continue."



**ELMIRA ARMS CO.**

**ELMIRA, N.Y.**

**1922 SERVICE TILL**

**ELMIRA ARMS COMPANY**

ELMIRA VICTOR DISTRIBUTORS NEW YORK

It is with genuine full-heartedness that we wish Victor dealers throughout the country a Merry Christmas; and it is with true sincerity that we predict a more successful and prosperous New Year for Victor dealers.



**LONG**  
QUALITY  
HANOVER, PA., U.S.A.

# LONG CONSOLES

**"MADE GOOD"**

When we introduced our "CONSOLES" the early part of the year, we knew that we were offering the trade a quality product with unlimited sales possibilities.

Our sales during 1921 substantiated our belief that the dealers would find LONG CONSOLES an important sales stimulant, for we have been working day and night to meet the requirements of the trade.

LONG CONSOLES have "made good," and for 1922 we are planning to give the dealers enhanced service and co-operation. You will find it distinctly profitable to carry a complete line of LONG cabinets during the coming year.

*Write for Our Catalog*

**The Geo. A. Long  
Cabinet Company**  
HANOVER, PA.



Style 600  
Sheraton



Style 601  
Colonial



Style 602  
Louis XV



Style 603  
Chippendale



Style 604  
Hepplewhite



## TRADE OPTIMISTIC REGARDING PROSPECTS FOR 1922—(Cont. from page 95)

are in the condition they are at the present time—as one of our customers whom I was urging to put in machines said to me: 'Now, Mr. Mickel, corn is only 17 cents a bushel and I do not need to tell you anything more.'

"You are well aware that they are all farmers out in this territory whether they are running a hark, selling talking machines or running a peanut stand—the basic industry is agricultural, and when prices on their products are such as they are now, it is impossible to get a volume of business. Things are in a little better shape in the larger centers, but in the strictly rural communities—nothing doing.

"During the Summer the record situation held up better than machines, but even this was not up to former volume. The tendency in machines is toward the cheaper models, the higher-priced ones are not selling so readily. General conditions of the trade, so far as any price cutting is concerned, is good—we have had nothing of that kind, and the marketing of talking machines has been kept so far on a very clean basis.

"Of course we are coming into the holiday trade, and there is some additional demand. I am not pessimistic over the outlook for I know this country is absolutely right and we are going to get back into volume, but it is not going to be during the holiday season of 1921-22.

"We have many dealers, however, who are on their toes and ready to go—are doing everything they can to stimulate business, and, through the inauguration of Christmas clubs in a number of the larger towns, there has been some volume of business done, but it seems to require a forced draft in order to get them to buy and this never runs into big volume."

**W. B. GLYNN DISTRIBUTING CO., Saxtons River, Vt.**

"We have the Northern New England territory, where most of the International Paper Co. mills are located, and strikes that have been in progress since May have brought about an unusual condition with us. Other industries hereabouts are on part time, and the situation is in no sense near normal. The result is that dealers

are carrying only enough stock for present needs and are not anticipating their wants to any degree.

"There is very little price cutting in this territory except on machines that have been damaged or the market and have no name value.

"We find our business for the eleven months is larger than for the same months of 1918 and only slightly less than the total for the same months in 1919. On the whole, therefore, we feel that business is healthy and sound, and that, when existing conditions are overcome, there will be a gradual business increase and a return to prosperity. We do not, however, look for the unrecouped losses of 1920, but, rather, for a return to late prosperity."

**SCHMELZER CO., INC., Kansas City, Mo.**

We are enjoying a very healthy business. To be frank, it is greater than we had anticipated. The dealers are selling Victor goods, and the stock that the buyers have on hand will go by Christmas. I am, therefore, looking up. The recovery is toward the medium price level.

"We have not experienced any price cutting in this trade territory. We look for a very satisfactory holiday business, which we are situated to handle."

"We work with confidence to a constantly increasing volume of business in the line we are represented in as exclusive distributors for the Victor Talking Machine Co.'s products."

**GIBSON-SNOW CO., INC., Syracuse, N. Y.**

"Business has come back this fall, but not quite so strong as we expected. Orders are coming in very good—orders and inquiries in such quantities. The western and southwestern sections of the State seem to be picking up more rapidly than the eastern section. Our orders are about normal, average from \$100 and on up with most of the orders running around \$500.

"For of record, have not worked in the line. We have had very little price cutting in our territory.

"We are looking for a good holiday business and a good increase for the first two or three months of 1922. For our mind advertising is the only thing that the retail merchant can do to increase his sale."

**MICKEL BROS. CO., Des Moines, Ia.**

"Business has come back. On course, it has not come back to the war period, but neither do we expect it, nor want it. It is really back to normal, and by the time it is in excess of what it was before the war, it is in excess of what it was before the war. This is the case for the entire year. September 1, but more so from October 1. The increase, however, is not so great in the sales as we had hoped, as the price of the machines is so high. Most of the sales have been in the \$15 and \$20 lines, particularly in the \$15 and \$20 lines.

"We have yet to find a case where Victor merchandise has been sold at less than the list price. There is a lot of price cutting going on in almost every other line, and it is very gratifying to be able to state that the Victor has held its own all through that period of depression.

"We have, and are still looking for, more business as Christmas draws nearer. We do not expect any business from smaller towns to amount to much, as the smaller towns depend upon the farmer, and, inasmuch as the market price on his products is so low, he is not in the humor to make large purchases for other than bare necessities. In the larger towns, where people are working on fixed salaries, it is where 90 per cent of the business is coming from to day."

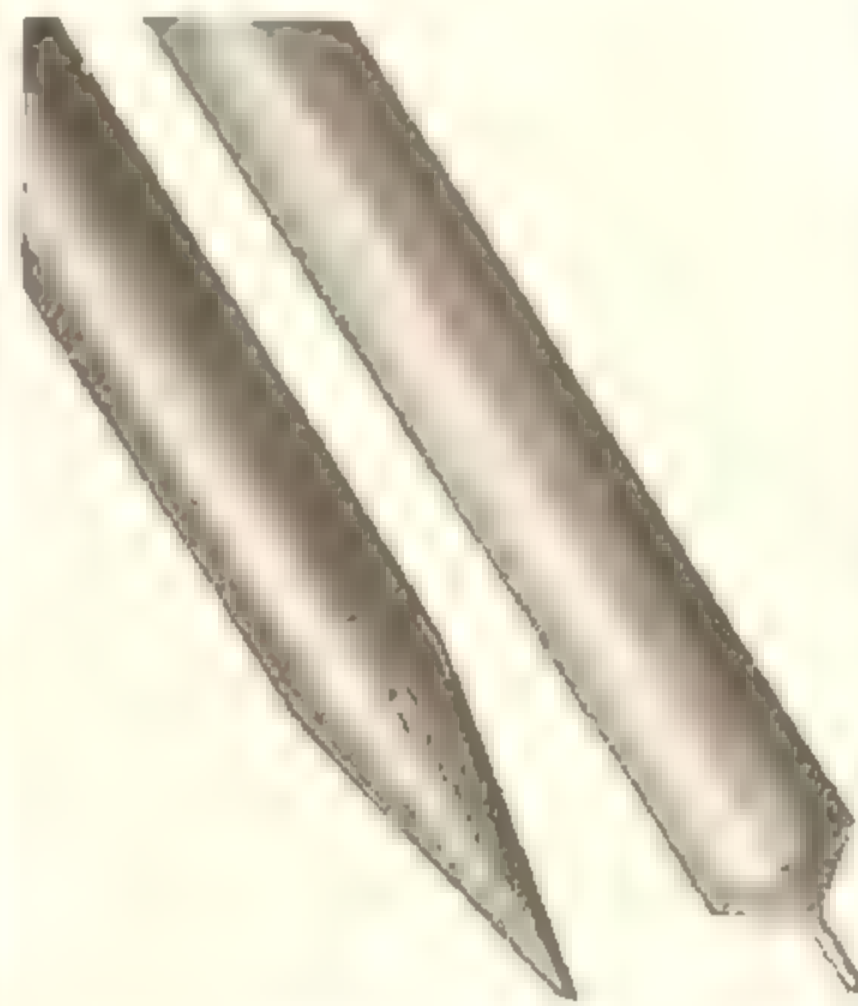
**STEWART TALKING MACHINE CO., Indianapolis, Ind.**

"We are exclusive Victor wholesalers, and our business has not varied from month to month, as in the case of retailers. We have done just as well this year as in previous years and cannot complain of lack of orders. Right now our stock of Victrolas is lower than it has been at any period in our history, with the possible exception of the Christmas of 1918, during the war, notwithstanding the fact that shipments from the

(Continued on page 98)

## Increase your profits!

**EVERY** phonograph owner who buys records from you will buy needles too—and you should sell a great many needles.



THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL

## SEMI-PERMANENT NEEDLES

Are the Best Talking  
Machine Needles on the  
Market.

They are called for by  
owners of every make of  
phonograph because they  
will play every make of  
steel needle record.

If you haven't these  
needles in stock order at  
once from

**Sonora Phonograph  
Company, Inc.**

GEORGE E. BRIGHTSON  
President

279 Broadway New York

Canadian Distributors:

I. Montagnes & Co., Toronto

**CAUTION!** Beware of similarly  
constructed needles  
of inferior quality

## Main-Springs



**For any Phonograph Motor  
Best Tempered Steel**

	Each
1/2 inch x 10 feet for all steel, in lots...	\$ 40
1/2 inch x 10 feet for all steel, in lots...	45
1/2 inch x 10 feet for all steel, in lots...	50
1/2 inch x 10 feet for all steel, in lots...	55
1/2 inch x 10 feet for all steel, in lots...	60
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1/2 inch x 10 feet for all steel, in lots...	70
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1/2 inch x 10 feet for all steel, in lots...	130
1/2 inch x 10 feet for all steel, in lots...	135
1/2 inch x 10 feet for all steel, in lots...	140
1/2 inch x 10 feet for all steel, in lots...	145
1/2 inch x 10 feet for all steel, in lots...	150

### SAPPHIRES—GENUINE

Pathe, very loud tone, each \$20. 100 lots \$18.00

Edison, loud tone, each \$20. 100 lots \$18.00

### TONE-ARMS

The very best, loud and clear, three back... \$5.00  
With large reproducer, very loud, Universal... \$4.50  
With smaller reproducer, but loud and clear... \$3.00

### PHONOGRAPH NEEDLES

We can give you best price on Brillantone, Magneto, Wall-Race, Tanfoco, Nuplins, Old Edge, Incas and Victrolas needles.

### ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and restore.  
Terms—F. O. B. St. Louis, Mo. Send enough to cover  
postage or goods will be shipped by express.

**The Val's Accessory House**  
1000-1002 Pine St. St. Louis, Mo.



## ENTIRE TRADE PROVES OPTIMISTIC REGARDING THE PROSPECTS FOR 1922—(Continued from page 97)

Victor, the largest manufacturer of records, is optimistic regarding the prospects for 1922. He says that the business this winter will be a larger business than last year, but he is not sure of anything that can be done to improve conditions.

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**VICSONIA MFG. CO., INC., New York.**

It is our opinion that the phonograph industry has not yet reached normal, but the indications are that beginning immediately after the holidays a noticeable change for the better will come. This, we believe, will be due to the ending of all liquidations by the new year. Easter money and the January tariff bill will also help out only the phonograph industry lost all interest. We look forward to a very busy New Year.

**CARDINAL PHONOGRAPH CO., New York.**

The winter business is about normal, but we are not sure of anything that can be done to improve conditions. The business this winter will be a larger business than last year, but he is not sure of anything that can be done to improve conditions.

It is our opinion that the phonograph industry has not yet reached normal, but the indications are that beginning immediately after the holidays a noticeable change for the better will come. This, we believe, will be due to the ending of all liquidations by the new year. Easter money and the January tariff bill will also help out only the phonograph industry lost all interest. We look forward to a very busy New Year.

We are not in a position to advise regarding the sale of machines, as we have been out of stock for many months. The fact that we have changed our entire line, and the new machines were placed on the market last week, gives us advance orders we believe that the demand is about 25 per cent for a period of four or five months and balances our supplies. Greatest chances seem to be for a winter period of four or five months.

We believe that the business will show a slight increase for the next few months and by spring things will be fairly normal.

We believe that the dealer has a great deal to do with the poor sales at the present, as he is still having a hard time getting the war profits. Personal selling is a great many cases show that dealers are not doing their best to increase their sales. They are not doing as much business as they should be doing. In a great many cases

they do not give the customer the attention and courtesy that are required and cannot understand why the customer does not come back again. I believe that if dealers will work and co-operate more with their manufacturers and jobbers there will be a great deal of improvement in the situation, but so many of the dealers have an idea that the houses they purchase from are only in the market to sell them up with goods that they absolutely refuse to listen to any suggestion whatsoever that will enable them to increase their sales.

**PHONOGRAPHS, INC., Atlanta, Ga.**

Our business has improved considerably this fall, but of course it is not what it was eighteen months ago. We notice a gradual improvement and believe that within a few months normal conditions will be back again.

The ratio of increase is greater on Re-creations than instruments and the tendency is toward the higher grade instruments. The sale of portable and console models has increased in our territory.

There has been no price-cutting by any of our regular legitimate dealers that we know of, and we do not anticipate anything of this kind.

Prospects are good for the holiday trade and we look for a steady improvement beginning with the first of January.

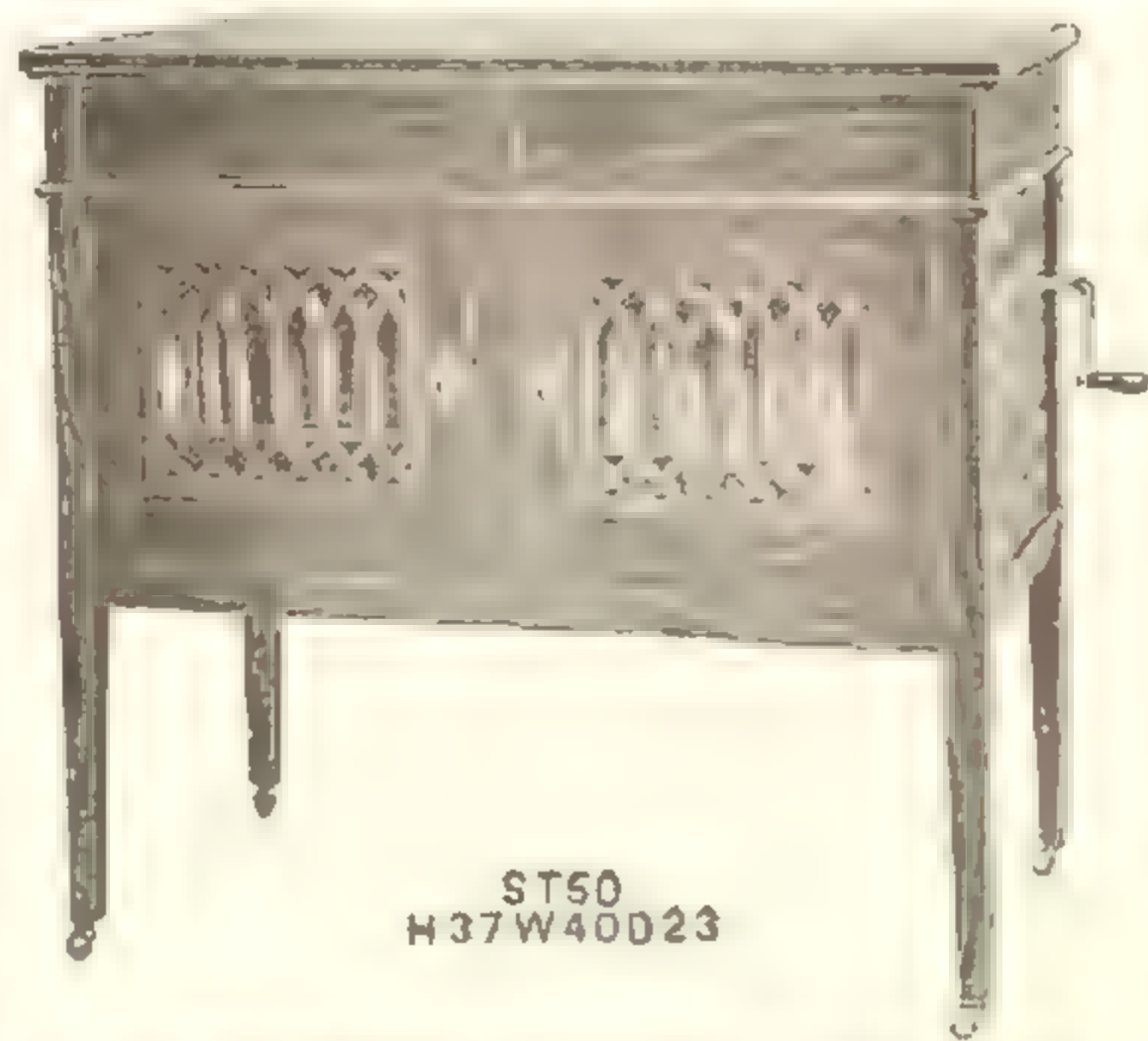
We might state that the hardest-hit section of our territory has been that embraced by the cotton belt, but our business in Florida, Tennessee and North Carolina is very satisfactory.

**WM. H. LYONS, Chicago, Ill.**

Business has shown a decided improvement during the last few weeks. Previous to this we have not been receiving many stock orders, but on the December list of Blue Amberol records the orders have come back as strong as in former years.

The Edison factory makes no console types of the Amberoles, so the sales have all been portable and the small table models.

(Continued on page 99)



ST50  
H37W40D23



ST53  
H37W40D23

## A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of  
Cabinets Without  
Equipment.

Write for Prices

It will pay you to investigate  
our proposition.

**Natural Voice Phonograph Co.**  
ONEIDA, NEW YORK



ST9  
H50W23D24

The New Style No. 9 is a worthy addition to this complete line



## ENTIRE TRADE PROVES OPTIMISTIC REGARDING THE PROSPECTS FOR 1922—(Continued from page 98)

We have not heard of any price cutting on Edison goods, although many of the fly-by-night cheap machines are being sold at any price in Chicago to get rid of them. We look forward to a steadily increasing business from now on and expect to be back to normal about February or March.

**BUFFALO TALKING MACHINE CO., Buffalo, N. Y.**

Our fall business compared very favorably with that of last year, the biggest year that we have had, and November ran considerably ahead of November, 1920. December is somewhat problematical, but if we can get the goods we are very confident that we will exceed last December. We do not feel that business has become normal in our territory, not by any means.

There are many dealers who still are not working, many who are on a non-productive basis, but the Victor business being done by those dealers who have not forgotten how to sell is of greater volume than heretofore.

There has been absolutely no price cutting in our line in this territory. The Victor Co.'s policy of giving us improved models at good prices has gone a long way toward maintaining this condition.

We are very confident that there will be more actual selling done in our territory in 1922 than ever before and are equally confident that the volume of sales will exceed any heretofore.

**STREVELL-PATERSON HARDWARE CO., Salt Lake City, Utah**

In our territory business has not yet got back to normal, nor will it for some time. Our business depends on three factors principally, the mines, the farmers and the stockmen. All three have been hit so hard during the past two years that it will take them some time to get back on their feet. The farmers had no crops, but the prices were low and they owed so much money to the banks that what money they did get for their crops did not do them much good as far as immediate purchases are concerned. The mines have been closed down since early in the year and it is doubtful when they will reopen.

As far as phonographs are concerned, all of our dealers have good stocks which they have been carrying throughout the year and they will do well if they move what stocks they have on hand. We do not do a large record business, but we imagine that the record drive has driven a greater increase than the new ones. There is a tendency to buy medium or low priced units.

The sale of period models in this territory is very small and will only run 5 or 4 per cent of the sale on the regular models. There has been little or no price cutting on the standard lines.

We believe that there will be a fair holiday phonograph business and the record business should be good during December and also early in the year.

In our territory we believe that one way to improve conditions is to educate the dealer to know better the product he is selling, to know how to properly display it and to give service to the consumer. The manufacturers could also help out by making arrangements to furnish the dealers' phonograph paper, as most of the dealers in our smaller towns are not in a position to put out machines on time without assistance.

We do not want to appear pessimistic, but are giving the true facts in our case, and while we believe that conditions are going to continue to get better, yet it is going to be slow and it will be several months before we can truly say that conditions are anywhere near normal.

**UDELL WORKS, Indianapolis, Ind.**

Our business certainly has come back since September 1, and, in fact, right now we have all that we can do, but, of course, there will be a let down after Christmas. There is an increasing demand for the Crisole type, and we are making them for the Victrola VI, as well as for player piano rolls. Of course, there have been a great many jobs of plunder thrown on the market, but these are gradually being liquidated.

We think the prospects for holiday business

are splendid. As for 1922 it looks good to me. In fact, we got a holiday order this morning for delivery in January.

I do not know of anything that can be done by the trade itself, but it does seem that the United States Congress would help the condition more by helping the farmers than by anything else. The market on corn and other products is shot full of holes, and we all know that the price on farm products is fundamental. We also know that the recent theory in cotton is what put the South to come back to spending.

**THOS. A. EDISON, INC., Orange, N. J., William Maxwell, Vice-president**

My present conception of our business developments during 1922 is that there will be a steady improvement. In a time of inflation in some directions. In textiles, for example, there are likely to be shortages of some kinds of goods, which may set on foot a secondary inflation in the prices of wearing apparel.

The tendency to stimulate and to a certain extent, subsidize, industry operation will make it difficult to readjust wages in the clothing trade and to prevent building materials from being marked up in price.

It seems to me that no one need fear that general conditions will improve during 1922. The thing I most fear is that, under the stimulus of cheaper money and the Government's efforts to speed up business, we may have a sort of psychological boom from which there will be an ultimate reaction. However, the taxation law which Congress has passed tends to minimize the effect of plentiful and cheap money, as the high surtaxes on incomes will continue to divert a great deal of money from commercial channels.

**STARR PIANO CO., Richmond, Ind.**

Our business has shown a very satisfactory volume compared with last year, with a particularly remarkable increase in the sale of grand pianos. The products of the Starr Piano Co. have kept tall pace with varying business conditions and have enabled our customers to

obtain the instruments of their choice at a reasonable price. The business is now in a position to meet the demand for new instruments and to replace the old ones.

**GREATER CITY PHONOGRAPH CO., New York City.**

Phonograph business in New York City for the first quarter of 1922 has been very good. The business in general is very good, and the Greater City Phonograph Co. has been very busy in New York, according to Victor L. Lundy, president. Mr. Lundy declared that the business in the record department is very good, and that the business in the record department is very good.

The increase in entertainment this year has resulted in a better demand for machines than was anticipated and the fact that the record of entertainment is just beginning again well for the business," said Mr. Lundy. However, in my opinion that business could be even better if proper steps were taken by the dealers with this object in view. For example, an association of dealers similar to the Records Association, having a strong treasury to be spent in advertising the cultural entertainment value of the talking machine would do much to stimulate business generally.

In the last few years the jazz element has been emphasized, practically to the exclusion of the real value of the talking machine as a medium for bringing beautiful music to the home. The future of the talking machine must rest on its recognition as a musical instrument. A talking machine association such as suggested above could accomplish this result.

**PUTTING THE IDEA TO WORK**

Columbus had a theory and was called an idiot. He proved his theory and became a hero. In alchemy, as in astronomy, the best idea is worthless until it is put to work.

**WARNING**

*Wall Kane Needles Are Being Imitated*

**WALL KANE NEEDLES**

are the standard, trademarked needles of the phonograph industry. They are guaranteed to play ten records without injuring the grooves, the last record playing as clear as the first.

**Beware of Imitations**

*Inquire for our new jobbing proposition*

**The Greater New York Novelty Co.**

**3022 14th Avenue**

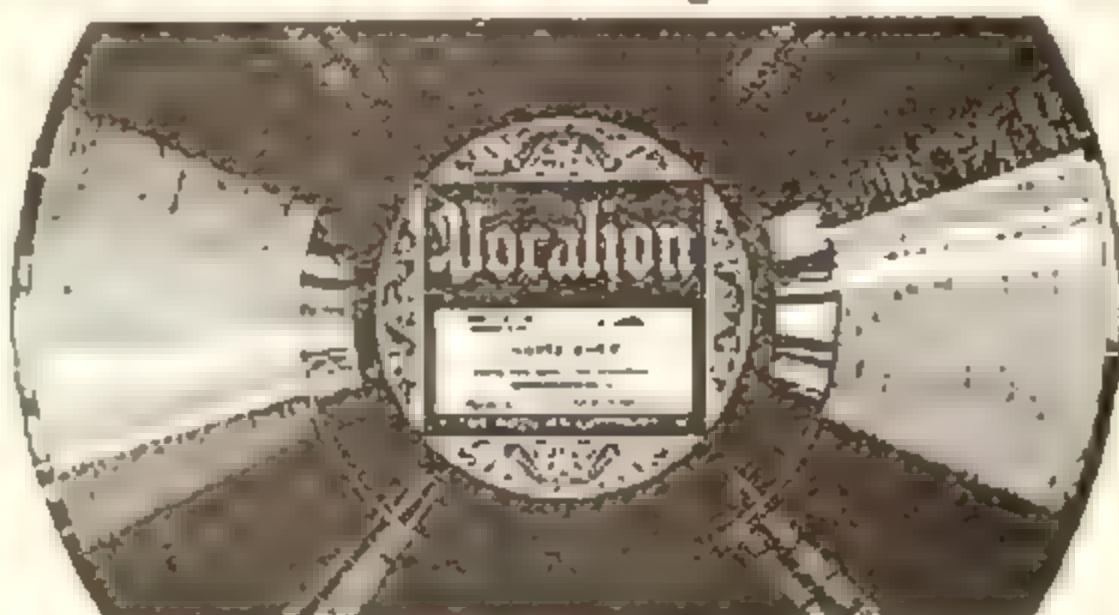
**Brooklyn, N. Y.**





# Ask for the Red Record

## You'll Know it by its Color



## You'll buy it for its Tone



# VOCALION RECORDS

### Play on any Phonograph

**EVERYBODY SAYS** Vocalion Records are the best records to listen to and the best records to dance to because you get every note. *Everybody* knows they're the best records to buy because they last longer.

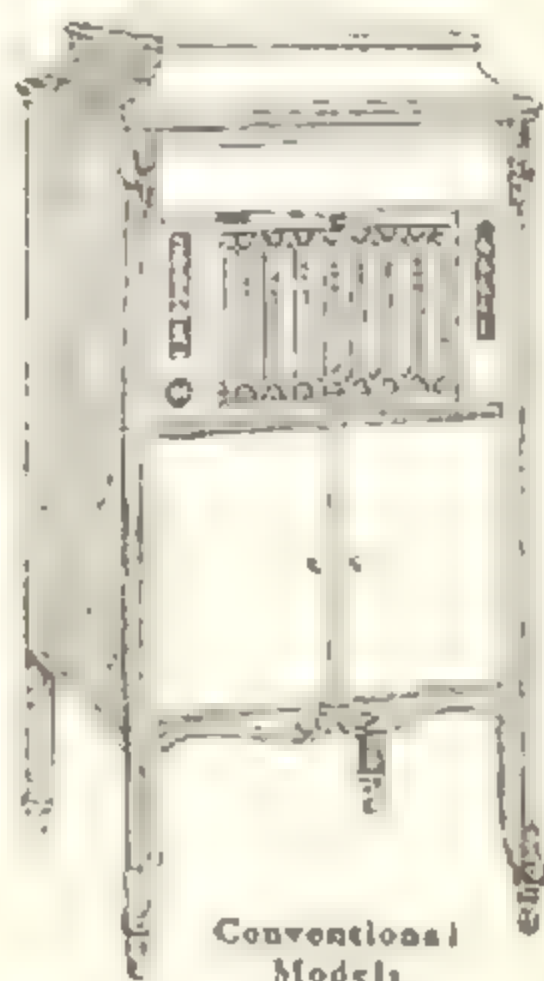
Everybody should know that they are the best records to give because their red color says, "Merry Christmas" even before you know what the record is. And everybody will feel when they hear the new richness of their tone that they express the spirit of all the Christmases.

Everybody will like a gift of Vocalion special releases.

**WITH THE GRADUOLA** Tone Control, you play The Vocalion. You attain the Great Desire—self-expression. The Graduola, found only on The Vocalion, raises the Phonograph from a talking machine to the standard of a Musical Instrument. It gives you the power to create—to put your heart and your soul into the Music. And this is not surprising when you remember that The Vocalion is made by the world's foremost makers of musical instruments—The Aeolian Company. You have but to hear The Vocalion to know that it is the Phonograph Supreme.

### December 15th Specials

When Francis Dances with Me—	
Billy Jones	14282
I Want My Mummy—	
Irving Kaufman	85c
June Moon—	
Wendell's Orchestra	14251
When Buddha Smiles—	
Wendell's Orchestra	85c
Say It With Music—	
Arthur Burns	14208
I Ain't Nobody's Darling—	
Billy Jones	85c
Tuck Me to Sleep—	
Al Juckers' Dance Orch.	14262
Wabash Blues—	
Al Juckers' Dance Orch.	85c



Conventional Models from \$45. With Graduola from \$125

These 1922 Model VOCALIONS are priced on the basis of pre-War Values

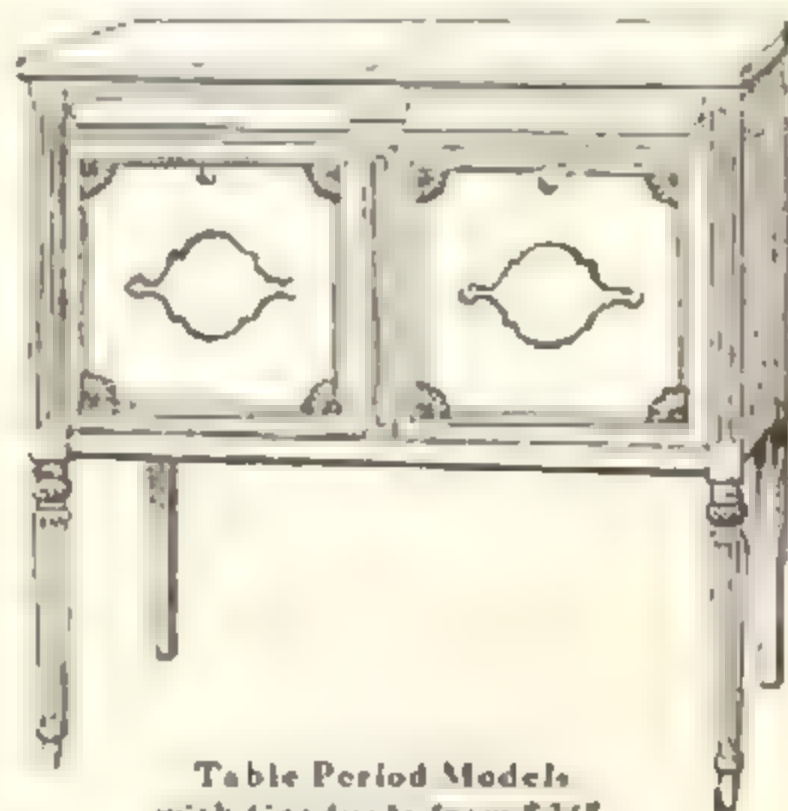


Table Period Models with Graduola from \$245



Upright Period Models with Graduola from \$300

These beautiful Period VOCALIONS are obtainable in over forty different designs

# THE AEOLIAN COMPANY

NEW YORK

CHICAGO

CINCINNATI

BOSTON

ST. LOUIS



## Two yodel duets this month by Fritz Zimmermann and Marcelle Grandville, "Sleep, Baby, Sleep" and "Homeland Switzerland." A delightful novelty, a sure seller. A-3462.

Columbia Graphophone Co.  
New York



### HOLIDAY TRADE IS SHOWING UP STRONG IN CINCINNATI

Sales Staffs Being Enlarged to Handle Business—Scarcity of Popular Machine Models Reported—New Stores Being Opened—Bubble Book Party Proves Big Success

CINCINNATI, O., December 4.—Dealers throughout the city have closed a highly satisfactory month of business and December has opened with a rush. There is no doubt but that the holiday business will be a record breaker, according to predictions. A number of houses have taken on extra salesmen for the holidays and it is hoped that conditions will justify retaining them after the first of the year. For some unexplained reason there is a shortage of talking machines and a number of dealers will not be able to have as large a stock of machines on hand for the Christmas rush as they desire. The shortage is noticeable in the larger and more expensive machines, the sales of which, reports show, have surpassed all others during the month of November. More cash business was transacted during the past month than in any of the preceding six months. Store managers are giving an exceptional amount of attention to the dressing of their windows to attract Christmas shoppers. More and more each day dealers are beginning to realize the psychology of getting and holding for a few seconds the eye of the shopper by attractive window displays.

#### Furnishes Dance Music for Carnival

E. M. Abbott, proprietor of three Cincinnati stores, made arrangements for placing a talking machine on the sidewalk in front of his Seventh street store, with a Magnavox attached, and furnished dance music during a recent celebration and carnival under the auspices of the Seventh Street Business Men's Club. The stunt met with great success.

#### E. M. Abbott Offers Bonus to Salesmen

Mr. Abbott has offered a \$50 bonus to each of his salesmen who can turn in \$2,000 worth of business during the month of December, a bonus of \$25 to the salesman having the largest number of sales and a bonus of \$15 for the salesman having the second largest number of sales. He also promises \$25 to the salesman making the largest number of cash sales during the month, \$15 bonus to the one having the second largest and an additional bonus of \$25 for each additional \$500 worth of business exceeding \$2,000. The Salesmen's School, which is under the personal direction of Mr. Abbott, is proving a big success, he reports. Business is highly satisfactory with all three stores going strong.

#### A. Cirkin Opens Third Store

A. Cirkin, proprietor of two Columbia shops in Cincinnati, has opened a third store in Brighton, the heart of the west central part of the city. Mr. Cirkin says that business is up to expectations in both stores and the location of his new store insures good results.

#### New Edison Co. Business Improves

"There has been a vast improvement in business during the last three weeks and the outlook for December is very satisfactory," says Mr. Oelman, manager of the New Edison Co., of Cincinnati. The sales contest being conducted

by the Edison Laboratories is working wonders with the salesforce, he reports. The company recently signed contracts with Glen Ellison, Scotch comedian, for a five weeks' tone test tour in the Spring. Oelman reports a shortage in large and high-priced talking machines, due to the large number of unexpected sales of those models during November. Thanksgiving business surpassed expectations, he reports.

#### Satisfactory Business at Otto Grau Co.

Satisfactory reports are being made by the Victrola department of the Otto Grau Piano Co. for the month of November, with machines and records both going strong. L. H. Adams, manager of the department, is confined to his home on account of illness. It is hoped he will be back on the job within the next few days.

#### Chubb-Steinberg Shop Optimistic

Mr. Chubb, of the Chubb-Steinberg Music Shop, reports good business. "We are highly satisfied with the present conditions and future outlook," he says.

Among the visitors during the month were J. O. Unger, of the Brilliantone Needle Co., New York, V. H. Curtin, of Cohoes Envelope Co., New York, and M. M. Willinger, of the New York Album Co. Chubb-Steinberg's Thanksgiving window display of a "regular" Thanksgiving dinner and a number of Victor dogs seated around the table attracted much attention.

#### G. W. Gurtner Has Narrow Escape

G. W. Gurtner, salesman for the Cincinnati territory for the Columbia Co., narrowly es-

aped injury recently when an automobile in which he was riding overturned on a road between Cincinnati and Hamilton, O. Gurtner escaped with a shaking up.

#### Fair Business at Link Music Shop

George H. Link, proprietor of the Link Music Shop, who recently doubled the capacity of his store by combining two stores into an up-to-date music shop, says that under the present conditions business is up to expectations.

#### Widener Store Expects Big Holiday Trade

"Our machine business has been very good for the past month," says Morris Fante, manager of the Widener Grafonola store. "Records also have been going strong. We look for a record holiday trade. R. C. Clark, who handles our Grammy line, is turning in satisfactory reports each week."

#### Bubble Book Party a Success

E. A. Donovan, manager of the Shinto talking machine department, reports good business. The Bubble Book party held here recently was a great success. Over 400 children were present at the gathering.

### EUGENE A. WIDMANN RESIGNS

Eugene A. Widmann, chairman of the board of directors of the Pathé Frères Phonograph Co., Brooklyn, N. Y., tendered his resignation three weeks ago, to be effective January 1. Mr. Widmann was the first president of the Pathé organization and occupied the position of chief executive of that firm from its inception straight through till last July, when he was succeeded by W. W. Chase and was unanimously elected chairman of the board of directors. Mr. Widmann's future plans are as yet unannounced.

## BE PREPARED for the HOLIDAY RUSH

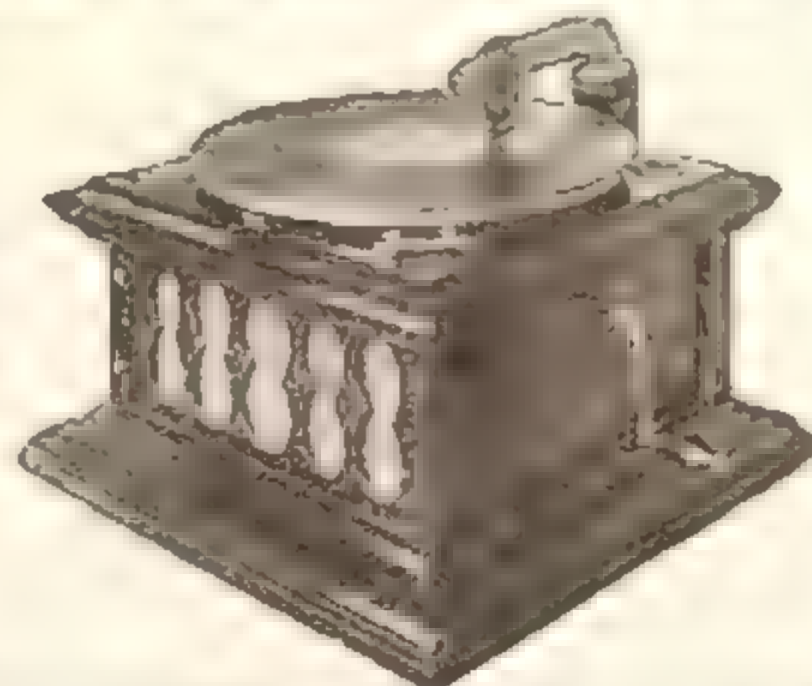
A good, serviceable table machine at a moderate price is the greatest value on the market today.

Our "Fulton" Model 35 Phonograph is just what you have been looking for.

**Lower Than Pre-War Prices**

**Samples now \$13.50, Three or more \$12.50**

Highest grade domestic steel needles at 30c per M. Discount in large quantities.



Phonograph records, accessories and repair parts for all makes at lowest prices. Ask for catalog on our Floor Cabinet machines.

Mahogany, 16x16x10, Double Spring, Universal T. A. Back Casting and Metal Horn

SEND in your order today and make sure of immediate deliveries before the big Christmas rush starts.

Terms: Cash or deposit with order, balance C. O. D.

**FULTON TALKING MACHINE CO.**

253 Third Avenue,

New York



# Merry Christmas Happy New Year

NOW FOR 1922

May it be a bigger and better year  
for Victor Dealers.

There is Good Business ahead  
for the live wire. Be progressive  
and aggressive, giving everybody

A SQUARE DEAL

**AMERICAN  
TALKING MACHINE CO.**

356 LIVINGSTON ST. BROOKLYN, N.Y.

**VICTOR DISTRIBUTORS**





## THE TRADE HAPPENINGS OF BROOKLYN AND LONG ISLAND

**Holiday Trade Campaign Well Under Way—Phillips Opens in Cedarhurst—Klaidman's New Store Wins High Praise—The Importance of Price Maintenance Stressed—Live News From Other Points**

A trip through the retail talking machine stores at this time bears out the statements of Brooklyn dealers that business is on the increase, for in every shop you visit there is a stir of activity of real buyers. The interiors and show windows have taken on a holiday air and present an attractive appearance which, no doubt, is an added incentive to visitors to linger, to listen and eventually to buy some extra records. Proprietors in many stores have augmented their sales staffs, with extra help to take care of record customers, so that the experienced salespeople can devote their activities to actual closing of sales—thus effectively insuring customer satisfaction. From every indication holiday sales will, in all probability, be equal in volume with those of last year at this period, as well as during the Winter months immediately following the holidays as well.

### W. S. Phillips Opens in Cedarhurst

Among the new dealers recently established in Long Island is Walter S. Phillips, of Cedarhurst, who has just opened a modern exclusive Victor store on Central Avenue. The opening of the store was announced with attractive invitation cards sent to the people of Cedarhurst and surrounding towns, and on the opening day, which was attended by many visitors, souvenirs were distributed. Mr. Phillips is well known in the retail talking machine trade and his extensive experience will enable him to give to the trade in his community an intelligent and satisfactory service. The American Talking Machine Co., Victor distributors for this territory, through the good work of Charles Offerman, Long Island representative, is responsible for this new shop. A large success is predicted for Mr. Phillips in his venture in the Victor retail field.

### Max Klaidman's Artistic Store

Max Klaidman, who recently sold his talking machine business in Philadelphia, has purchased the entire stock and interests of the shop conducted by Harry Parness for several years at 368 Livingston Street. The store is being renovated throughout, new booths installed, and the record racks moved to the front of the store where the trade can be better served. A feature of the new establishment will be a splendid display window to extend its entire width, which will be equipped with mirrors on every side. When lighted it will present an attractive front visible from all points of the square on which the store is located. This location is regarded by the talking machine men as one of the most desirable in Brooklyn, and when alterations are completed it will be one of the best equipped shops in this section. This new company will carry a complete line of Sonora and Brunswick machines, and will feature Brunswick records. Mr. Klaidman will be in direct charge of the activities of this new store, assisted by his son, who has had a wide experience in the talking machine field.

### Namm's Active Holiday Trade

The talking machine department of A. I. Namm & Son, Fulton Street, is among the busiest in the borough, and according to Manager George M. Krey, business has been on the increase for the past month. All indications point to a great holiday demand for all types of machines, from the smallest portables to the highest priced Period models. Records have shown a decided jump in sales, especially the popular numbers which the store has been featuring in the local papers with consistent and attention compelling advertisements for the past few weeks. The Sonora line is the leader with Namm & Son, with other well-known makes. Mr. Krey is satisfied with results so far, and predicts a large holiday business, which he believes will continue through the following Winter months.

### Believes in Price Maintenance and Real Values

One of the most active dealers in Brooklyn in the campaign against the wave of price cutting is F. A. Schweiger, the prominent Victor dealer located on Broadway. This live dealer has been

a leader in all constructive measures in the merchandising of talking machine products and has always directed his energies toward upholding the high standing of the industry. Recently Mr. Schweiger carried strong advertisements in all the local papers warning prospective purchasers against misleading statements of the cut price dealer, pointing out the risks attached to the purchase of a machine from dealers whose methods of doing business are so contrary to the principles of fair trading. Mr. Schweiger remarked that in almost every case where the customer stated that a certain model could be bought at a lower price at a certain store he has been able to convince customers of the wisdom of purchasing where they can be absolutely sure that the machine is not an inferior one—that it carries the guarantee of a reputable dealer who will not lower his prestige and standing by using illegitimate methods or cutting prices to get business. It is this is good in both machines and records, Mr. Schweiger states, and he is preparing for a large holiday demand.

### Adds the Brunswick Line

Harry Parness, who has recently opened one of the most modern and up-to-date talking machine stores in Brooklyn, is the latest addition to the fast-growing Brunswick dealer list. Chester Abelowitz, Brunswick representative for metropolitan New York, established this new account and is being congratulated in securing this desirable store as a Brunswick agency. Mr. Parness is well known in the talking machine trade in Brooklyn and has been identified with several successful and successful selling campaigns that have stamped him as a live and progressive dealer. In taking on the Brunswick line Mr. Parness stated: "We believe that, with this additional line, we are in a position to cater and serve our trade better than ever before, for, with the Victor line, which we have carried for some time, we represent the best the talking machine field has to offer." To introduce this new line the whole front windows were devoted to a gorgeous display of the period models, recently introduced by the Brunswick Co., which are attracting widespread attention. A special circular, accompanied by a personal letter, has also been sent to several hundred new and old friends, extending a cordial invitation to call and inspect this new line and the artistic warrooms, which, no doubt,

are an important part of the new store's equipment.

### Increases Sales Staff

The talking machine department of Namm & Son, a well-known firm in the department, has increased its staff of salespeople, and the manager of the department, George M. Krey, has added several more people to the sales staff in order to take care of the increased business in a satisfactory manner. "It is our policy," Mr. Krey says, "to give to each customer a personal service, whether it be the purchase of a record or the highest priced machine. Speeding of the higher priced machines is not our policy. We have sold more of the higher priced machines in the past few weeks than in the past few years. Considerable publicity is being given to our talking machine department through the placing of a console model Gramophone, which Mr. Krey placed, a few days ago, in the new department. The machine is equipped with a Record Changer and the latest records are placed, which can be heard all through the entire floor, which has been transformed into a veritable recording.

### Victor Dealers Optimistic

The general situation in the Victor retail trade in Brooklyn territory is very satisfactory and Victor dealers are more than pleased with the splendid co-operation accorded them by the American Talking Machine Co. and the G. T. Williams Co., Inc., Victor wholesalers in this territory. These jobbers have left nothing undone to give the Victor merchants efficient service during the most critical time of the year and their efforts are keenly appreciated.

It is the consensus of opinion among Victor retailers that the early part of 1922 will be a splendid record season, for there seems to be a renewed interest in records generally that gives this prediction a substantial basis of fact. Victrola sales have been excellent, and as each sale means a new record customer the dealers are planning to keep their record stocks in a No. 1 shape to take care of the requirements of their patrons during the early months of 1922.

### Acolian Business Shows Increase

Business at the Brooklyn, N. Y., branch of the Acolian Co. is increasing steadily, according to C. J. Davis. Both the Victrolas and phonographs are reaching a high sales mark. Mr. Davis attributes the encouraging volume of business to the consistent policy of advertising which he has inaugurated.

### Presents Attractive Appearance

The Victor store of Jacob Bros. at 997 Broadway, has been furnished and redecorated.

VICTROLAS

## —And Now the New Year

TO all our friends we extend  
the season's greetings. We  
congratulate the Victor re-  
tailers on their activities of the  
past year, and offer our service  
towards making 1922 a banner  
year.

G. T. WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

VICTOR RECORDS





# When Francis Dances With Me

**"YOU CAN'T GO WRONG WITH ANY FEIST SONG"**

**ASK TO HEAR IT!** INSTANTLY POPULAR IN VAUDEVILLE and for DANCING

## BUSIER TIMES IN THE TWIN CITIES

**Northwestern Trade Shows Expansion—Machines May Be Scarce, Owing to the Demand—Dealers Doing Much Holiday Publicity**

MINNEAPOLIS and ST. PAUL, MINN., December 5.—Talking machines almost are as popular as they ever have been throughout the Northwest. A most decided lull in the volume of sales is noted by the majority of the distributing houses in this territory, indicating that the people are bound to observe the gift-giving traditions of the holidays regardless of threatening economic and labor troubles. The lull was noted about the middle of November and the trade has assumed highly satisfactory proportions.

St. Paul and Minneapolis retailers also have noted a most gratifying revival of interest in talking machines and believe that they will come into their own for a time at least.

Complaint is made by George A. Morris, head of the Victoria department of W. J. Dea & Co., that it is impossible to obtain enough instruments to satisfy his customers. Such a complaint is most unusual in 1921 and Mr. Morris bluntly admits he has no explanation for it. Everyone in his department is busy as ever, and every Victoria customer has a Christmas card. What more could a dealer or a department manager suggest?

Pathe machines and records have been in a steady demand all the Fall according to Samuel Levinson, of G. Sommers & Co., and of late

there has been a spirited revival, so much so that Mr. Levinson was surprised, as he had not expected much revival of the cracking board from various people and places. New accounts are being opened right along, which is an assurance that the business is going forward instead of backward. The record demand has been running strong.

The St. Paul Boy Scouts have been using a Pathe Victrola in their wireless concerts and have been much pleased with the results. Marshall L. Smith's address and organ solo records have been the particular favorites at these concerts.

"Our November returns showed up \$2,000 better than our best previous November, which was last year's, so you can thus make an inference as to what we are doing," remarked Milton Lewis, of the Minnesota Phonograph Co., retail dealer in Minneapolis.

While the local retail results have been pretty generally good, the country and in the Northwest also has enjoyed exceptional business.

The Victor-Vocalion line continues to make very according to J. J. Gerlock, manager of the Stone Piano Co., Northwestern distributor. Progress has been a great deal during the past three weeks. The retail men are turning in some pretty fair orders from certain localities, while

others there is very little business to be had. Whenever there was little or nothing to harvest there is now a bumper crop and hence no chance to sell phonographs. Mr. Gerlock complains that there has been a shortage in certain models, which has caused some dissatisfaction, but ex-

pects that the difficulty will be remedied very shortly.

Retail dealers in the Twin Cities are pushing their publicity in a fairly lavish manner and apparently look for a full revival of holiday activity.

## BOOKLET OF EDISON PLAYLET

**William Maxwell's Playlet Presented During Caravan Convention Issued in Book Form for Use of Dealers and Salesmanship School**

ORANGE, N. J., December 7.—Thomas A. Edison, Inc., to-day mailed to Edison dealers throughout the United States a booklet containing in full the playlet, "School for Salesmen," a comedy with music in four acts. This is the play written by William Maxwell, first vice-president of Thomas A. Edison, Inc., which was presented during the 1921 Edison Caravan Convention at the Knickerbocker Theatre, New York; Tulane Theatre, New Orleans; Blackstone Theatre, Chicago; Avenue Theatre, Vancouver, B. C.

There is an introduction by Iden Payne, general stage director for Charles Frohman, Inc., entitled "If Salesmen Were Actors." This was delivered in the form of an address by Mr. Payne during the Caravan Convention, between the third and fourth acts of the play, "School for Salesmen."

This play in its printed form will be used in conjunction with the Salesmanship Schools, which are to be conducted the early part of 1922 by the Edison organization in twenty-two of the large centers throughout the United States. The play booklet is in a very handy form and provides some very interesting material for study in the bright and finished style which has ever characterized the work of Mr. Maxwell, the playwright and author.

## AN ADVANCE RECORD SHIPMENT

**Victor Co. Makes Advance Shipment of January Records for Holiday Sale**

CAMDEN, N. J., December 9.—In order to reach the market at the earliest possible date and enable the trade to offer the latest popular selections to the holiday buyers, the Victor Co. is arranging to make separate shipment of the following records, so that they may be placed on sale Saturday, December 17: "I Want My Mammy," Peerless Quartet; "Mandy 'N' Me," American Quartet; "Weep No More, My Mammy," fox-trot; "April Showers," fox-trot, Whiteman and his orchestra; "Everybody Step," fox-trot; "Kalu-a Blue Danube Blues," fox-trot, Whiteman and his orchestra; and "Birds of a Feather," fox-trot; "Leave Me with a Smile," fox-trot, All Star Trio and orchestra. A window streamer, announcing these numbers, will be shipped with the records.

The Kaplan Bros. talking machine establishment at Fall River, Mass., was considerably damaged by a fire which broke out in the building which it occupied recently.



## To Our Friends in the Music Trade

We extend sincere and hearty wishes for a Merry Xmas and a Happy, Prosperous New Year

**The Fred. Gretsch Mfg. Co.**



## What About 1922?

Here's a New Year's resolution worth making:

To resolve that in 1922 you will give your Small Goods Department the attention it deserves.

For 1921 proved the selling strength and profit possibilities of Small Goods. Many a Piano or Phonograph dealer, fortified by a modest assortment of Brass, Reed and Stringed Instruments and Accessories, found 1921 a good year—a big year!

Forgetting for a minute the good sales and generous profits that Small Goods yield, just think of the customers they bring into your store—the new friends they make for you—and every one of them a Piano or Phonograph prospect.

Write on your own letterhead for our new Confidential Trade Price List. It's a valuable buying guide to Small Goods. And FREE, of course!

**THE FRED. GRETSCH MFG. COMPANY**

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.



## GENERAL ACTIVITY REPORTED IN LOS ANGELES TRADE

**Increase of Business Evident Immediately After Thanksgiving—New Stores and Departments Opened—Interesting Meeting of Association—Newspaper Record Concerts Help Business**

LOS ANGELES, CAL., December 5.—The day after Thanksgiving saw the streets of Los Angeles thronged with more people than ever before. At least, that is how it seemed to an observer on Broadway, and the inside of the stores appeared to be jammed with frenzied shoppers. Music store after music store reported a very busy day—big Thanksgiving turkey dinners seemed to have stimulated buyers; it looked as if it were Christmas Eve. This is very encouraging, and is a hopeful sign of a splendid holiday business. Stocks of machines and records are in good shape, a few models only being scarce and hard to obtain.

### New Victor Department Admired

The new Victor department of the Geo. J. Birkel Co. has been in full swing for some weeks, and A. Graham Cook, manager, reports a marked increase in record sales. It occupies a little more than one-half of the ground floor, and consists of fifteen Victrola and record demonstration rooms with a complete record center, with long handsome counters in a continuous oval surrounding it on all sides; clerks inside the counters hand out records to those who are waiting on customers in the rooms. A mezzanine floor above accommodates extra Victrolas. The entire department harmonizes with the rest of this floor and is furnished in ivory and mahogany.

### Final Record Contests Interesting

The final record contests held by the Los Angeles Evening Express are proving to be of exceptional interest. The first of these contests was the Columbia, and was held on November 28. The six records played, first prize winners at six previous Columbia concerts, were: "Aida" (O Terro Aido), sung by Ponselle and Hackett; "The Holy City," sung by Louis Graveure; "O Sole Mio," sung by Stracciari; "La Forza Del Destino," sung by Hackett and Stracciari; "Old Black Joe," sung by Barbara Maurel and Stellar Quartet; "Souvenir" (Drdla), played by Kerekjarto. "Souvenir" (Drdla), played by Kerekjarto, was adjudged best by the audience and awarded the \$50 prize, a consolation \$10 prize went to "O Sole Mio," sung by Stracciari. In the Edison final prize concert, held November 29, the following recreations, first prize winners in six previous Edison concerts, were: "La Boheme" (Musetta Waltz), sung by Anna Case; "Pearl of Brazil" (Thou Brilliant Bird), sung by Anna Case; "Ave Maria" (Gounod), sung by Rappold and played by Spaulding; "Thinking of You," sung by the Homestead Trio; "Perfect Day," sung by Metro-

politan Quartet; "Souvenir" violin solo, played by Albert Spaulding. A still larger audience awarded the \$50 prize to "Souvenir" (Drdla), played by Albert Spaulding. Thus, so far, Drdla's famous composition has won in two contests, each being the final choice from sixty chosen records or recreations.

### Victor Dealers Plan Concert

L. C. Mountcastle, special representative and advance agent, addressed the Victor dealers at a special meeting which was held to discuss plans for the concert, to be given under their auspices, by the eight Victor artists, Henry Burr, Albert Campbell, John Meyer, Frank Croxton, Billy Murray, Monroe Silver, Fred Van Eps and Frank Banta. It was arranged to hold the concert on the evening of January 25 at the Philharmonic Auditorium.

### Wholesale Man Goes North

W. F. Campbell who is well-known in Los Angeles where he was connected with Sherman, Clay & Co., Victor distributors, and later with the Columbia Graphophone Co., Los Angeles branch, has taken a position with the wholesale department of Sherman, Clay & Co., San Francisco.

### Music Trades' Association Meets

A well-attended meeting of the Music Trades' Association of Southern California was held on November 9. Interesting talks were made by I. T. Fitzgerald, president of the Fitzgerald Music Co.; I. A. Starr, Western representative of the Hallett & Davis Piano Co.; A. A. Buening, of the Packard Piano Co.; H. Baxter of the Baxter Northrup Co.; and D. G. Sunderland of the Blue Bird Talking Machine Co. The meeting was presided over by F. A. Gossler, vice-president of the Geo. J. Birkel Co.

### Barker Bros. in Pasadena

A new branch music store has been opened by Barker Bros. in Pasadena. General Manager Boothe appointing I. G. Shannon as manager. The new store is very artistically decorated and is unique among the many beautiful stores in Pasadena. Some very choice and exclusive period furniture and interior house decorating articles are being carried in addition to an exclusive line of Sonora phonographs and Sohmer pianos. The record department is in charge of Miss Nora Wilson, who was well known in the Los Angeles store for her exceptional sales ability.

### Edison Expert in Long Beach

H. S. Hutchinson who made a wonderful record in Okmulgee, Okla., selling Edisons, has been appointed branch manager of the Fitzgerald Music Co.'s Long Beach store. Mr. Hutchinson's sales of Edisons in Oklahoma were the highest of any store in the United States per capita last year and special mention was made by Edison General Sales Manager Maxwell at the Edison Caravan Convention last year.

### New Dealer in Burbank

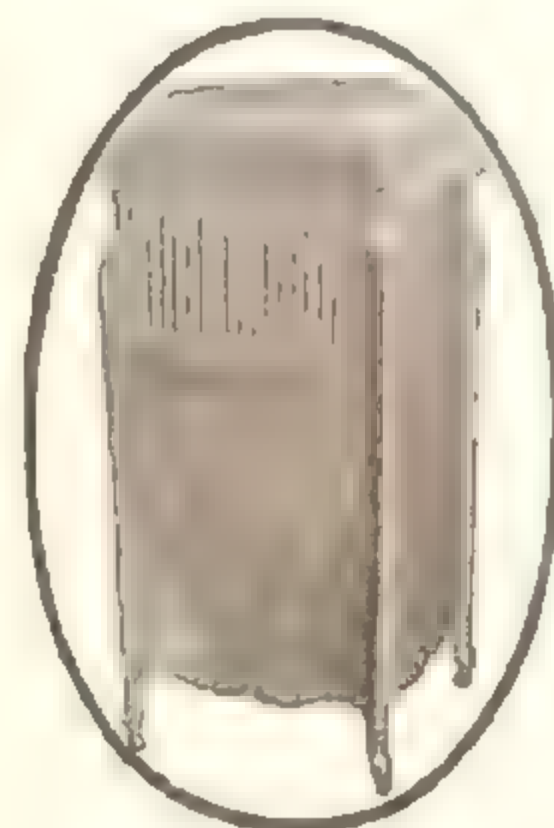
W. Pfisterer has purchased the Burbank Music Store and Brunswick Shop. Mr. Pfisterer has been connected with the wholesale phonograph business for many years and is well known in Los Angeles where he was for some time assistant manager of the Los Angeles branch of the Columbia Graphophone Co.

### New Burnham Jobber

Irving C. Frankle announces the appointment of the F. B. Gunning Co., El Paso, Tex., as Burnham distributor for West Texas, New Mexico, Eastern Arizona and the extreme northern portion of Mexico.

### New Victor Store in Long Beach

The Southern California Music Co., which had for some time a branch store for pianos only in Long Beach, has now secured a Victor agency in that city. The new enlarged store was recently formally opened, an elaborate reception being given to the public, which was well attended. The store was gaily decorated and refreshments were given to the guests.



# BLANDIN

**REPRODUCTION** of the ordinary voice in talking, or the sound of ordinary musical instruments is accomplished by the ordinary phonograph. Perfect reproduction of the piano, violin or the tenor or soprano voice is accomplished best by the Blandin phonograph, because of its original construction of sound chambers. It allows no distracting, raspy, phonographic sounds to mar the record. Dealers find this a popular feature with all customers. The Blandin sells itself on these points as well as in the splendor of its appearance. Write for complete particulars regarding a dealership.

**Racine Phonograph Co., Inc.**  
RACINE, WISCONSIN.

Hear  
a Piano  
Record  
on the  
Blandin

pretty Japanese girls assisting. The Victor department is under the supervision of Irving Westphal, manager of the Los Angeles talking machine department.

### Last-minute News

At to-day's Victor Record Concert at the Los Angeles Evening Express the grand prize was awarded to "Home to Our Mountains," from "Il Trovatore," sung by Caruso and Schumann Heink. The consolation prize was won by "Dear Old Pal of Mine," sung by John McCormack.

### THE CROAKERS ALWAYS WITH US

There are many croakers upon the edges of lakes and creeks, there they sit croaking and croaking, but they are only frogs after all. Doesn't this remind you of something?

**PERRY B. WHITSITT**

**Records Make Ideal Gifts**  
Every Victor dealer should teach his community to accept this fact.  
It will sell records the year around as well as in the holidays and it will sell Victrolas as well.

**COLUMBUS ~ OHIO**  
**VICTOR DISTRIBUTORS**



CABLE ADDRESS REG'D  
"FILANSE—PHILA."**EXTRA! Mr. Phonograph Industry EXTRA!**LONG DISTANCE PHONE  
BARKING 535**IMICO SHAFT No. 4 "COMES IN" WITH BIG PRODUCTION****Collect Your Dividends Now by Obtaining Lower Quotations***Send for Samples and Special Quotations Effective Now***IMICO INDIA RUBY MICA DIAPHRAGMS  
INTERNATIONAL MICA COMPANY**PHILADELPHIA, PA.  
YOKOHAMA, JAPAN  
CHICAGO, ILL.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

**"IMICO" AND "SERVICE" ARE SYNONYMOUS**

One IMICO jobber states "We thank you for enabling us to secure the representation for the ————" (a prominent Tone Arm).

A Tone Arm manufacturer and IMICO consumer—"Thru your efforts on our behalf, it has been possible to secure the Artophone Co., St. Louis, to represent our product."

**IF YOU CANNOT BE A CONSUMER YOU CAN BE A JOBBER—WRITE FOR PROPOSITION  
IF YOU ARE A MANUFACTURER AND NOT AN IMICO CONSUMER, EVENTUALLY \_\_\_\_\_?**MIDWEST OFFICES AND WAREHOUSE  
100-110 W. LAKE ST.  
CHICAGO, ILL.  
V. T. SCHULTZ  
CLEVELAND, OHIO  
RAYSOLO SALES CO.  
LANCASTER, PA.VICTOR BRAND & COMPANY  
CINCINNATI, OHIO  
WALTER S. GRAY  
SAN FRANCISCO, CAL.  
DAVENPORT PHONOGRAPH &  
ACCESSORY CO.  
DAVENPORT, IOWAARTOPHONE COMPANY  
ST. LOUIS, MO.  
STEINOLA COMPANY  
KANSAS CITY, MO.  
PROVIDENCE PHONOGRAPH  
SUPPLY CO.  
PROVIDENCE, R. I.**CONDITIONS SHOW STEADY IMPROVEMENT IN PITTSBURGH****Pre-Yuletide Campaign for Business Well Under Way—Industrial Situation Shows Betterment—Dealers Making Strong Appeals to Public Through Their Windows—News Happenings of Month**

Pittsburgh, Pa., December 15.—The heavy snowfall of the evening covered the streets in Pittsburgh, Pa., and this, coupled with the extensive preparations for the various Christmas shopping seasons, has put the city in a festive mood. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation.

**Dealers Preparing Holiday Displays**

Already many of the leading department stores in Pittsburgh are preparing their holiday displays. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation.

The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation.

**Industries Picking Up**

The industrial situation in Pittsburgh is showing a steady improvement. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation.

**Clark Co. Opens Vocation Agencies**

The Clark Co. has opened vocation agencies in Pittsburgh. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation.

**Pathé Christmas Outlook Bright**

The Pathé Christmas outlook is bright. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation.

The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation.

**C. C. Mellor Victor Business Satisfactory**

The C. C. Mellor Victor business is satisfactory. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation.

**"Big Business" for Columbia Dealers**

The Columbia dealers are expecting a big business. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation.

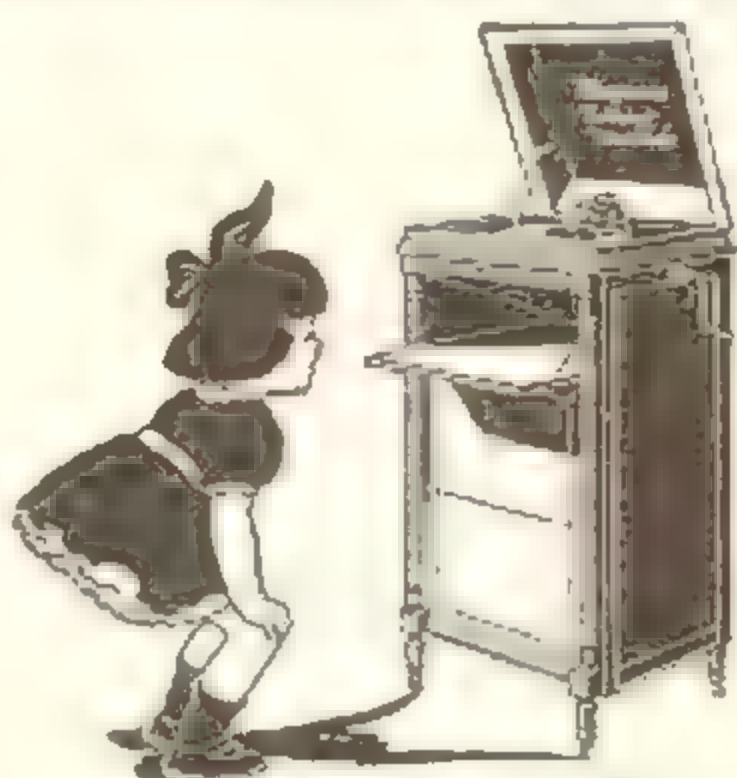
The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation.

**Horne Co. Stages "Week of Music"**

The Horne Co. is staging a "Week of Music." The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation. The city is well prepared for the holiday season, and the business community is showing a steady improvement in the industrial situation.

**"The Music Without the Blur!"**

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

**MARVELOUS MAGNOLA****"Built by Tone Specialists"****"Magnola's Tone Deflector eliminates the scratch"**

Watching the Music Come Out

We want to show you how to make money with MAGNOLA, and how MAGNOLA is the best buy on the Talking Machine Market today.

Send us your name and let us send you some real Talking Tips.

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President

General Office: 711 MILWAUKEE AVENUE, CHICAGO  
Southern Wholesale Branch: 1535 CANDLER BLDG., ATLANTA, GA.**NEEDLES**

WE MANUFACTURE

Diamond needles for Edison

Sapphire needles for Edison

Sapphire needles for Pathe

in stock ready for delivery

MERMOD &amp; CO., 874 Broadway, N. Y.







## ACTIVITY IN THE AUTO FIELD HELPS TRADE IN DETROIT

Promised Rush After First of Year Serves to Stimulate Buying of Musical Instruments—Interesting Association Meeting—Jewett Plant Active—Strong Drive for Business

DETROIT, Mich., December 5.—This is the month that tells the story, and we believe the story is going to be an interesting and important one. A year ago the talking machine has been in a depressed condition, so far as Detroit and some of the larger cities in Michigan have been concerned, not for the first time in the industry itself, but caused by the general slump in the automobile business. Michigan is the land of the world in automobile-making and there have been only three or four months out of the whole year that factories have been working normal or near normal. We can report officially, however, that at the present time conditions are showing great improvement and it is predicted by men who know that the year of 1922 will see Detroit near normal. Automobile factories have been adjusting themselves to after-war conditions, have worked out the useless employees and created greater efficiency in their plants. This means

that after the first of the year, when these plants begin to prepare for the Spring rush, they will be employing more men than at present and the people thus employed will have permanent positions.

"If people haven't the money you can't get it out of them," said C. A. Grinnell, vice-president of Grinnell Bros., recently in discussing conditions with The World correspondent. "We are not doing the business we should be doing, of course, and we can't expect to, right now, with so many people out of employment." This doesn't mean that Grinnell Bros. are not doing business. What Mr. Grinnell means to infer is that the stores could be doing so much more if times were normal. Mr. Grinnell believes it will take some time yet to bring about better trade conditions, but he is optimistic and feels that when the time does come more talking machines will be sold than ever before.

Collections play an important part in the business of to-day, but dealers are not worried about their charge accounts. Most of the dealers report that many people are paying cash for their machines; and to others they are more liberal than ever. Even customers who are behind in their payments are not being "pestered" or dunned excessively. This applies to people who get behind because of unforeseen conditions and who are doing their utmost to pay as promptly as they can. We have yet to find a dealer who is taking advantage of the situation by replevining machines because people let payments lag.

### Going After Holiday Trade

It seems that every dealer in the city is making a drive for holiday business. At least, this is indicated by the number of dealers using space in the daily newspapers and the amount of space they are buying. If anything the advertisements are larger than last year. Special prices are being featured by some dealers on some makes of machines and there are special inducements in the way of terms, while others are giving hooks and records with every purchase to stimulate sales.

### Exhibit of Period Machines

The Max Strasburg Store on Library avenue recently held an exhibition of "Period talking machines," the first display of its kind ever held in Detroit. Mr. Strasburg advertised the event quite heavily and it attracted a lot of people. He had no less than two dozen models in period designs at all prices and they were exhibited in the window and on the floor. The periods were in uprights and console models, all Victor made. People came from all sections of the city and praised the periods very highly.

### Meeting of Local Association

The Detroit Talking Machine Dealers' Association held its November meeting at the Board of Commerce on November 27, about thirty-five being in attendance. Following an excellent dinner President Sidney J. Guest introduced his own brother, Edgar A. Guest, Michigan's famous poet, who recited a dozen of his poems and told some interesting and humorous stories. It was a real treat to the dealers to listen to Mr. Guest. Following his recitations and stories the regular meeting ensued. There were important discussions on current trade topics, one of the matters that came up relating to dealers who sell lines of records for which they are not authorized dealers. For instance, in Detroit there are a number of dealers selling Victor records who are not licensed to do so. It was brought out that such a practice is unfair and all those present agreed that it should be stopped. The matter will come up again at the December meeting.

### Gratifying Report by Lind & Marks Co.

S. E. Lind, general manager of Lind & Marks Co., Vocalion distributors, says that the last half of 1921 has shown up much better than the first half and he is already anticipating more than 100 per cent increase in sales during 1922 over 1921. "It took us all year to get started," he said to The World. "And now that we have a fine class of dealers, all of whom are hustling, we look for big business next year. We have had more than we figured on for November and December and we are proud of our dealers and the manner in which they have taken hold of the Vocalion line. The machines are selling very nicely and the records are selling faster than we can get them in."

### Jewett Factory Very Busy

A. A. Fair, sales manager of the Jewett Phonograph Co., reports that the factory at Allegan is working almost twenty-four hours a day to get out the orders. "We are way behind and our factory is way oversold, but we are doing everything possible to get as much merchandise out as we possibly can," he said. "It is surprising the repeat orders we are getting and, really, this pleases us the most because it is not so difficult to get a dealer to put in a new line, but results speak for themselves when dealers reorder, and that's what all of our dealers are doing." Mr. Fair intimated to The World correspondent that he would have several very important expansion announcements to make after the first of the year.

## Are You Running Short of Certain Victrolas and Records?

The heaviest part of the Christmas buying is still before you—but, time is short! Don't miss business through lack of stock. This is the season of the year when the intending buyer will not delay his purchase. He is buying for Christmas. He wants a certain model. If you haven't it, you have lost the sale.

### We Fill Orders Same Day Received

Mail or wire your order TO-DAY! Round out the year with the greatest possible volume of business. Have a stock that will enable you to sell each and every one wanting to buy!

It is a fact of record selected by our committee as the best seller for the coming month. To allow us to furnish this will not deprive you in the least—and it will aid you in making up your mind.

# Grinnell Bros.

Wholesale Distributors  
of Victrolas and Records

First and State Streets, Detroit



**Out in Chicago the Paul Biese Trio plays to record-breaking crowds every night at White City. Watch your customers buy its latest fox trols, "Sal-O-May" and "Catalina"! A-3494.**

**Columbia Graphophone Co.  
NEW YORK**



The Edison Shop, of Detroit, recently gave a tone-test before the members of the Charles A. Learned Post, American Legion, at the Detroit Board of Commerce. About 3,000 "buddies" attended the tone-test and you never saw a more enthusiastic crowd. Three Edison artists who are touring the country participated in the tone-test and they were thunderously applauded after each selection. The tone-test was given under the personal auspices of R. B. Alling, manager of The Edison Shop, and arranged for by Mr. Sweeney, in charge of retail sales, who is one of the officers of the Charles A. Learned Post. In Grand Rapids the same artists gave tone tests under the auspices of the E. J. Pruim Co., Edison dealers in that city.

#### **An Artistic Establishment**

Dealers who are looking for new ideas for laying out a phonograph shop would do well to visit the new Brunswick Shop on East Grand River avenue, Detroit. It is certainly a beautiful store and well laid out. Considering its size, it is, no doubt, one of the finest shops in the country. Manager Quinn reports that, since the new "service counter" has been installed, record business has taken a big jump. One side of the store is for the machine booths, the other side for the record booths; between the two sections is the service-record counter.

#### **Some News Brieflets**

R. H. Kenpton, general manager of the Vocalion department of the Aeolian Co., was a recent Detroit visitor, conferring with S. E. Lind, of Lind & Marks Co., Michigan distributors. While here he received an order from Mr. Lind for four carloads of Vocalion phonographs.

John J. Riley, formerly with the Aeolian Co. in New York State, has joined the sales force of the Jewett Phonograph Co. and is covering the eastern half of Pennsylvania.

Eight Victor Artists, touring the country, gave a concert in Grand Rapids last week. It was held at the Armory and the affair proved to be a big success.

#### **UNUSUAL WINDOW FEATURE**

**Brunswick Manager in St. Paul Designs Special Illuminated Record Which Attracts**

ST. PAUL, MINN., December 7.—The manager of the local Brunswick Shop in this city, Roy Swanson, has designed a large Brunswick record for his window displays, which he claims is getting better results than anything he has ever tried before. The record measures five feet across and is painted with the same scroll work as the regular Brunswick record. The name of the record, however, is painted on a glass slide, so that a light can be placed behind it, making it easy to read at night. Mr. Swanson is enabled to change this slide at will, so as to keep pace with the popular record hits without much expense.

The man who says "business is business" and thinks that he can thus throw principles to the winds had better modernize his thinking.

#### **NEW VICTOR JOBBER IN OKLAHOMA**

**Oklahoma Talking Machine Co. Organized in Oklahoma City Headed by B. W. Gratigny—P. A. Ware a Big Factor in New Concern**

OKLAHOMA CITY, OKLA., December 10.—Authentic information was secured to-day to the effect that in January, 1922, the Oklahoma Talking Machine Co. will make its debut in this city as an exclusive Victor wholesaler. Headquarters will be located at 315 East Grand street, and the activities of the new concern will embrace the territory contingent to Oklahoma City.

The principal figure, and, in fact, head of the new jobbing enterprise, is B. W. Gratigny, who, as vice-president of Bush & Gerts Piano Co., Dallas, Tex., has had an extended and successful experience in the distribution end of the music industry in general, and the Victor business in particular.

P. A. Ware will be associated with Mr. Gratigny in this company. Mr. Ware is one of the best-known members of the Victor trade, having served for extended periods with the Victor Co. and with one of the prominent Victor wholesalers located in the Middle West.

#### **TO ENLARGE VICTROLA SHOP**

The Victor Victrola Shop, of Ludlow, Ky., is about to be enlarged, according to Edward P. Cramer of that concern. The rapid increase in Victor business is responsible for the expansion.

#### **REYNALDS HOUSE CELEBRATES**

**Twelfth Anniversary of Pensacola Concern Made the Occasion of a Celebration—Store Has Just Been Completely Remodeled**

PENSACOLA, FLA., December 6.—The Reynolds Music House, of this city, one of the most attractive Victor establishments in the South, recently celebrated the twelfth anniversary of its existence. Visitors from all parts of the city and surrounding communities were present to attend the celebration. George Emmanuel, manager, and W. H. Reynolds, owner, acted as hosts.

The visitors were delighted with the beautiful establishment of the Reynolds concern, which has just been completely remodeled throughout. Six sound-proof demonstration booths handsomely furnished and a large rest room are features of the establishment. The predominating color scheme is ivory. Numbers of the well-known Victor dogs were distributed as souvenirs. Extensive advertising in the local papers announced the event, which was eminently satisfactory.

#### **POINTS ON SERVICE**

Have definite methods in your shop, a definite way of filing records, of ordering records, of keeping special orders for customers, of keeping up repairs, and all other activities of your business. Your customer will not analyze these from a technical standpoint, but cumulatively they will give him the idea of pleasing service.



**Is a Guarantee a Mere Slip of Paper?**

December marks the close of a most successful season.—we pride ourselves that 1922 will be a banner year.

The H. W. guarantee of PROMPT and EFFICIENT SERVICE combined with merchandise of the HIGHEST QUALITY, has not failed to impress the Talking Machine Trade.

**REPEAT ORDERS PROVE THIS**

**STOCK RECORD ENVELOPES**

150 lb. Green Sulphite and 110 lb. Kraft, either plain or printed with inventory form

**SUPPLEMENT ENVELOPES and STRING BUTTON DELIVERY BAGS**

*We thank you one and all for your liberal patronage*

**HALSTED WILLIAMS CORPORATION**

**815-819 Monroe Street**

**Brooklyn, New York**



# Mid-West Point of View

WESTERN DIVISION OF THE WORLD CIRCUS, Inc. Dec. 10, 1921.  
Well, it has come at last! Jules Verne thought up something like it many years ago, but nobody believed it ever could be done. Yet it

**Jules  
Verne  
Outdone!**

has been done. We have had the music and the voices at the opera conveyed across the streets of a city without wires, and immediately recorded upon the wax discs of a phonographic recording apparatus, to be reproduced for the benefit of the hearers in the recording room five minutes afterward. It was a great achievement, not because it brought forward any principle not in some way applied already, but because it showed a practical form for the first time what had hitherto been only a dream. It was a great Brunswick achievement on which congratulations are in order. This company is doing great work. But it must not stop merely at taking off, in the stage of the opera, from the atmosphere and inspiration of the very operatic performance itself, the voice of a Clara Dain or a Lina Pattera. It must, and it will, go even further. Will not the day come when the inaugural speech of a President shall be caught up through the ether as it issues from his lips on the terrace before the Capitol, and recorded in permanent form a thousand miles away, to be distributed forthwith in a million American homes? It will come. It shall come. What the Brunswick people showed us recently was but the forerunner of much greater things to come, of conquests over space and time, of magical seizing and fixing of the impulsibilities of speech and music without the intervention of wires or recording horns, without the distracting effect of separation from the atmosphere and environment of the concert hall or the opera house, of the Senate, or at the public meeting. All these things are before us.

From all we can learn, the return trade around these parts had a very good month during October and during the first half of November.

**"No Tickey,  
Then  
No Washee"**

During the latter half of November, on the other hand, we were things were not too sanguine. Now we find that during the months of October and the first half of November the dealers around here worked hard, and did a lot of local advertising. But during the latter half of November they seem to have let down somewhat on their work and also on their advertising. What is the answer? It appears to be, in the language of the Celestial Forum, "no tickie, no washee." Or, in other words, no work, no business. It is hard, of course, to get out of the ways to which one has become accustomed, but the dealers who after starting things up nicely, thought that they would be able to slack down on their energy and efforts, without suffering any damage, now find that they were wrong. In other words, the order-taking days have gone and the sooner we all recognize the fact the better it will be for all of us. Competition is, of course, keener than it ever was before. Which simply means that there must be a good deal more work going into every sale that is made. No work, no business.

THE FIGHT VICTOR ARTISTS, FRANK CROXON, BILLY MURRAY, JOHN MEYERS, HENRY BARR, MONTAGUE SILVER, FRANK BANTA. When the picture

**Light  
Famous  
Singers**

of the eight famous singers, they have been in our midst, as it were. They came to our city as guests of the Victor dealers, and on November 28 and 29 they sang at the orchestra hall, before a very large and very happy family of Victor dealers, their friends and their families. These eight singers are remarkable persons. Who has not heard of Henry Barr? Who has not in his little library of records his light tenor tones, and the contralto tones of the only Billy Murray? Of course, we do know them from the recorded form, but to see them in *proper perspective* or should we not rather say in *proper perspective* was quite another thing. It was a draw of another color, Mawrass. It was an astonishing program of fun, melody and harmony. To extend oneself would be easy. Not to write a page about the delightful interferences is the more difficult. Now we shall go back to our record of Cohen at the Telephone and realize as never before how the unfortunate Cohen, who could not get anyone to

understand that he wanted a "carpenter" to mend the shutter, and not either a tremendous shutter or two men to mend it, was a very nice fellow after all. Dear, dear, but we should like a Vic or record of Montague Silver in a reading from Potash and Perlmutter. The incident of the "yarking delegate who came by the window and made with his lips motions" would be just about in Brer Silver's happiest vein. Then again we have heard wonderful Victor records of lamp playing with the name Van Lips on them, but we had to hear the veritable Fred himself before we could quite understand how wonderful those records really are. Whether as quartet, or in trio, or as soloists, these Eight Famous Ones are certainly all that one can ask for—and then some. And at the end let us slip in just one word for that dear Frank Banta, of the eloquent coat-tails. He is SOME a companion, believe me.

We quoted an observation some time ago to the effect that there is every evidence concerning an impending shortage of goods this year.

**It Is  
Old Stuff,  
but—**

Our prediction was based on actual observation; but it was generally ignored, as not infrequently happens with predictions, good and bad alike. It is not in my desire to be capricious that we say it, but solely because we love our industry and desire it no more harm than the little girl wished to little pussy whose coat was so warm—solely for this admirable reason we say that the average American business man frequently makes us weary. He waits till it begins to rain before he thinks about an umbrella. Wherefore many of them get soaked, and soaked good and plenty, to use language of the utmost eloquence. Which is only another way of saying that a good many dealers in the mid West are due to get soaked good and merry, or be elegant again, though not with a shower of goods. The shower will be of letters from manufacturers regretting their inability to fill orders. But why should any such condition be impending? The explanation is quite simple. For several months of this year the factories were running on part time and were short both as to material and personnel. They were building only about as fast as orders came in and consequently they have no surplus stocks to speak of. Wherefore the last-minute boys are not likely to stand much chance when they begin sending in their telegrams and letters asking for immediate delivery. Which, again is another way of saying that the time to put in orders is right now, this minute. That is to say, late though it be on this date, it is still worth our while to tell the dilatory dealers to hurry up and see that those orders for delivery Christmas week are wired in NOW.

SECRETARY McKENNA, of the Piano Club of Chicago, who is also Manager McKenna, of the Chicago Columbia organization, gave a

**Pretty  
Maid  
Marian**

pleasant surprise to the Columbia dealers of his district on November 28 when he took them over to the Marston Theatre in a body and had them listen to the very charming singing of Marian Harris—pretty little Marian. Singer Marian knocked 'em cold, as they say on the kerosene circuit. She is not only a great artist on the "blues" work, but she is charmingly simple and sweet in her personality. When a great armful of roses was handed in to her over the stage Miss Marian was almost overcome. For which reason the assembled Columbians, quite naturally, roared their applause louder than ever. Marian Harris is a great little artist, and the Columbia dealers realize now, more clearly than ever, what a big weapon for Columbia battles her records are to them.

It is days from the date of publication, ladies, gents, friends and all others, if others there be, the merry Christmas time is upon us.

**Once  
a  
Year!**

Knowing that you all till then will be too busy to think of us, we ask you to forget this paragraph till the morning of the 25th. Then please dig it up and read once more these words, sincerely uttered, for you.

**Merry Christmas and Happy New Year!**



# From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST. TELEPHONE WABASH

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

THIS MO., 1921, December 8. During the month of October and the first half of November retail business in this section was not exceptionally gratifying to dealers, yet we have received reports that business during these six weeks was as good as during the corresponding period last year or the year before, and far outdistanced any period so far this year. The latter part of November showed a falling off to some degree, but the opening of December started the business ball rolling again. We are inclined to believe that the falling off was due to two factors—the miserable, rainy weather and a let up in local advertising on the part of dealers.

We know not only that business was good during those six weeks but that during that time there appeared in the local papers more talking machine advertising than had appeared previously during the year. The dealers went out to get the business and they got it. But the sad part of it all seems to have been that as soon as business started to him in a manner satisfactory to the dealers the latter became slack again. It seemed that they supposed that it was only necessary to start the business a-going and it would then continue by virtue of its own momentum. Perhaps this would have followed out and the business would have continued to roll in had Mr. Dealer shoved hard enough, but it seems he merely got it started good and then stopped shoving. The natural result followed—the business quit rolling.

On the first of December the dealers seemed to have awakened and pushily again appeared in the local papers. The canvassers were also started up again. The natural result followed immediately. Business began to improve and

from present indications there is every reason to believe that the dealer has learned his lesson and will bring about a satisfactory turnover for the month of December.

The unemployment situation has been very noticeably relieved and we are now practically at the same level as we always were in normal years. Chicago has always been a center of unemployment. It is the center of railroads, steel mills, packing and other tremendously large undertakings, such as harvesting machinery, building trades, etc. Whenever there is a strike or labor dispute affecting one of these vast industries, it seems as if the rest become infected automatically.

But all that is past, for the time being at least, and many of the workers are back to work and making money. The money they are making they are also spending, though not in war time quantities. But we can safely say that they are spending it in amounts that can easily be compared with normal times. That being the case, it is only necessary for the retail dealer to keep on the job and go after business. He is sure to get it. Let him remove himself from the order-taker class and get into the selling class and stay there. The days when a high class salesman was ignored in favor of the order-taking clerk is past, and the high pressure men are again coming into their own.

## Another Columbia Shop Opens

Another exclusive Columbia Gramophone Shop, which reflects music, mirth and melody for many blocks around, has just been opened at 1970 Milwaukee Avenue under the name of Lazar & Son's Music Center. The formal opening of this new store took place on November 15. That day

not only the opening of the new store, but also the fact was clearly experienced by the large attendance. The public was put on its feet by the provision of S. M. Columbia gifts, consisting of the Columbia Co. Christmas card. It is estimated that 2,500 visitors were in attendance during the day. Soventy-five large prizes, consisting of large pens and miniature gramophones, each of glass and filled with candy, were given out. A prize contest was also put on, and the first three winners received packages containing a choice selection of Columbia records. One of the interesting incidents of the day happened when a gentleman who, it is said, was a city inspector visited the shop and insisted that the projecting Columbia sign which can be seen for many blocks north and south be removed, as it was against the city ordinance for such signs to project over the sidewalk beyond a certain distance. The gentleman was at once surrounded by the jazz band and a heavy of beautiful girls and serenaded with "Home Again Blues." The serenade had the desired effect, for the inspector soon became reconciled to the fact that it is a good idea to keep people happy and the sign is still in position.

## Mid-West Victor Dealers Meet

The mid West Victor Dealers' Association held its regular meeting on the evening of November 21 at the Hotel LaSalle. The speakers were Edgar A. Benson, head of the famous Benson orchestras, and Roy Barry, musical director of Benson's Chicago Orchestra, who gave short talks on their respective experiences in the work of making Victor records. An interesting talk was also given by William A. Griffith, assistant sales manager of the Chicago Talking Machine Co. (Continued on page 113)

## Doubles the Joy of Owning a Phonograph



Retail Price \$2.50

Patented in U. S.  
Foreign Patents Pending

## Ten Times More Sales

MANY stores selling Geer Repeaters have put in special window displays. The repeater is sold on a plan that with an electric motor, a battery, a turntable and a needle is much and supported by a large glass and more or less light. Such displays make considerable window attractions and have been business. In so far as we have observed, this type of display has increased sales of repeaters more than ten times over. Many stores find that sales of records and phonographs are also increased.

Try a Window Demonstration. It will boost your Christmas sales.

THE Geer Record Repeater is remarkable because it is as simple and easy to use as a record. It repeats instantly and as often as wanted. It cannot break or get out of order. It protects the record, the machine and the needle. And it is a proved seller.

For dances, receptions or other occasions phonograph owners need a Geer Repeater. And stores handling this repeater and showing it in operation in their windows are finding a steadily and rapidly increasing demand, as is proved by the letter herewith reproduced.

Sent for me "Henson testing Packard" of this Geer Repeater (Price to you \$4.75 prepaid), giving us the name of a new album.

## WALBERT MANUFACTURING COMPANY

Home Office:  
925-41 Wrightwood Avenue  
CHICAGO, ILL.

Eastern Office:  
200 Fifth Avenue  
NEW YORK, N. Y.

## Geer Repeater Proves Remarkable Seller for Fenton Music Co.

Walbert Manufacturing Co.,  
925 Wrightwood Ave.,  
Chicago, Ill.

Dear Sirs:

"We wish that you would increase our order given to you last evening for the Geer Repeaters from one hundred to two hundred. We find that the same is proving an immense attraction to this store and, when we placed our introductory order, never realized the possibility it would provide towards increasing sales.

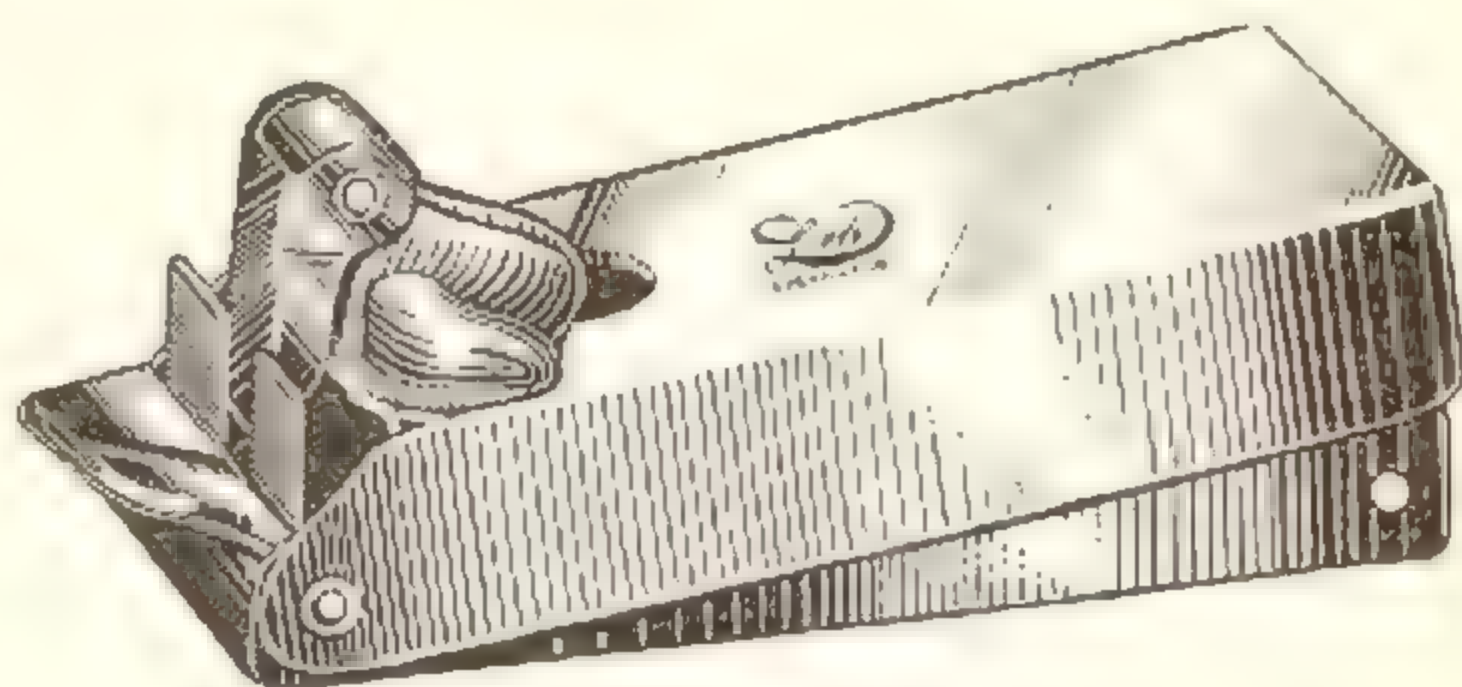
"Thanking you for giving this your immediate attention and assuring you of our earnest desire to co-operate with you in placing the same in a prominent position in our store, we wish to remain,

Yours very truly,

"FENTON MUSIC CO."  
"By A. C. Fenton."



LYON & HEALY  
WISH YOU  
A Merry Christmas  
and  
A Prosperous New Year



Back to Pre-War Price  
L & H Fibre Needle Cutter  
\$1.50 Retail  
Effective Dec. 15, 1921

The new low price on L & H Fibre Needle Cutters will aid you in making 1922 prosperous.

Of course, you know that every time you sell a talking machine you should sell a Fibre Needle outfit with it. That is one of the best ways to make satisfied customers; because fibre needles will not injure the record and they give a sweeter, purer tone.

With the L & H Fibre Needle Cutter each needle can be used ten or twelve times. It gives a fine point, will not get out of order, and is easily operated.

*Dealer's Discount 40%*

LYON & HEALY  
*Victrola Distributors*  
CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

Co., who spoke on various phases of the dealer's problems and on how to overcome any troubles that may arise. The meeting was in charge of R. B. Corcoran, president of the Association.

B. F. Bibighaus, assistant manager of the Victor traveling department, who is making a tour of the mid-West, topped off his day-and-a-half visit to Chicago by attending this meeting.

#### Cotter in Charge in Fort Wayne

W. E. Cotter, who for many years was connected with the W. W. Kimball Co., of this city, has just been appointed manager of the Victor department of the Wolf-Dessauer department store of Fort Wayne, Ind. Mr. Cotter is one of the best-known retail salesmen in Chicago. During the short time that he has had charge of the Wolf-Dessauer Victor department he has already received favorable comment concerning the increase in business. Mr. Cotter was in Chicago for the better part of Thanksgiving week visiting relatives and friends in the trade, as well as paying a visit to the Chicago Talking Machine Co.

#### Change Program at Marigold Gardens

The new Winter "edition" was recently put on at the Marigold Gardens, which heralded an entire change of talent and musical numbers. The opening of the new edition was attended by Victor jobbers and dealers of Chicago and vicinity, who made the event officially "Victor"-ious.

#### Retains Victor Department

Leopold Krichma just recently sold his department store entirely with the exception of his Victor retail department. This Victor department has been moved from the department store located at 2907 Milwaukee avenue. The new location is in the adjoining building, which was formerly occupied by a moving picture house. This building has been completely remodeled and has been entirely refitted with a new front. The remodeling also included the installation of eight record demonstration booths and two talking machine demonstrating rooms. The record racks and counters are built on the island arrangement and permit most rapid and efficient service. On the opening night the visitors were entertained by the Benson Orchestra, an exclusive Victor organization, and the ladies received carnations as favors.

#### Going After Business

W. H. Huth, president of the Walbert Mfg. Co., Chicago, manufacturer of the Geer Record Repeater, has been talking about the state of business.

"Somewhere recently," said Mr. Huth, "I read a statement about Edison in which he was reported to say, 'I have been through five business depressions. They all act alike. This latest one acts exactly like all the rest. The men who, if business fell off 66 per cent, increased their sales effort 75 per cent managed to pull through as if there were no depression.'"

"That's the thing I should like to say to every talking machine dealer in America. We have found in selling our repeater that the right kind of a window display will multiply sales many times over. Many dealers are also finding our window displays are stimulating sales of records and machines.

"It is perhaps not a common thing in these days to see people crowd the window of a talking machine shop. Wherever we have put in our special displays, however, crowds continue to manifest unusual interest in what the window shows. A number of dealers have told us that they consider the Geer repeater as a window attraction superior to any other window attraction they have tried.

"It is sound merchandising to push articles that turn fastest and therefore give the greatest net profit. It has been widely published that the wages of to-day buy as much as ever. Unemployment is dropping. That argues the public has money to spend. It is the opportunity of the talking machine dealer to go after sales, therefore, and in doing this one of the greatest assets is the window display."

#### Sherry & Sons in New Location

The firm of I. Sherry & Sons has just moved

from their own building at 3448 West North avenue to a new building at 4035 West North avenue. This new Victor store has been laid out along lines suggested by the Chicago Talking Machine Co. The layout consists of the most modern equipment and has ten up-to-date demonstration booths with modern record racks. The attractive window display space, together with the handsome fittings of this new store, mark a new era of improvement in talking machine representation in that section of the city.

#### Now the Alamo Phonograph Corp.

One of the visitors to Chicago this month was W. L. Gleason, president of the Texas Talking Machine Co., of Dallas, Tex., who had been up visiting Chicago and points north on a purchasing tour. Mr. Gleason had many interesting things to say concerning business in Dallas and

the present situation in Texas. One thing he pointed out is that the business situation is not so promising in the South and that the dealers down there are working hard to make the balance of the year an excellent one.

There has been much talk of the company moving to a plant in Dallas, according to Mr. Gleason, and it is common knowledge that on the first of the year the Texas Talking Machine Co. will be merged with that of the Alamo Phonograph Corp. The company is also pressing its own records in Dallas under the name of the Alamo Record.

Another party contemplated by the company after the first of the year is the taking over of a large and modern factory which has just been erected. When the company moves it will be continued on page 114.

# The Oro-Tone

**QUALITY FIRST**

## Just Say "Send Samples On Approval"

### For the Edison


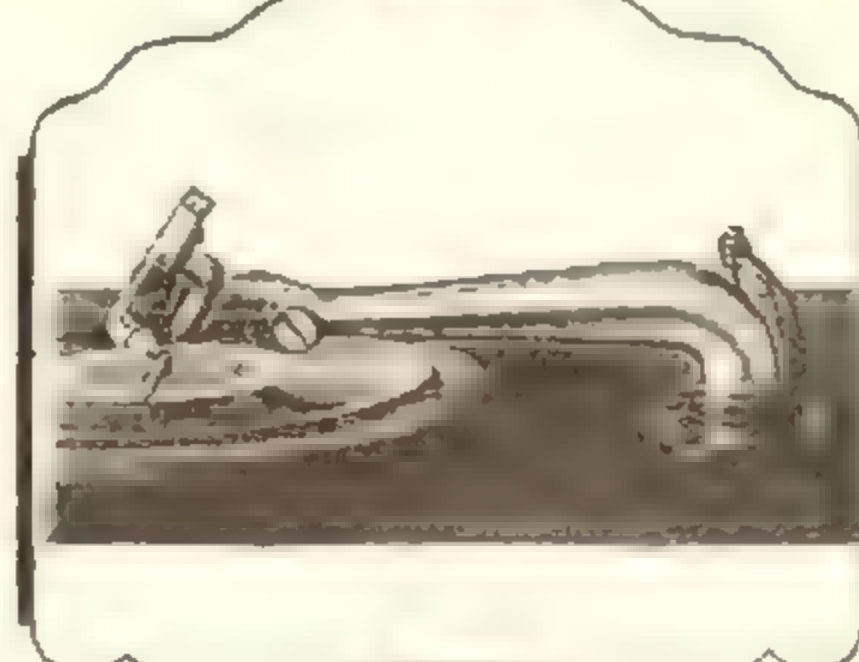

**No. I-E ORO-TONE**  
For Playing All Records on the Edison  
*Reproduced Filled with Special Oro-Tone Diaphragm*  
Attached in a second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.  
Retail Price, Nickel Plated, \$7.50. Highest Grade Gold Plated, \$10.00.

### For the Victor

**No. LS-V ORO-TONE**  
For Playing All Records on the Victor  
*Reproduced Filled with Special Oro-Tone Diaphragm*  
Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.  
Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plated, \$9.50.

### For the Columbia

**No. I-C ORO-TONE**  
For Playing All Records on the Columbia  
*Reproduced Filled with Special Oro-Tone Diaphragm*  
Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.  
Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plated, \$9.50.

**SEND FOR**  
Copy of the "Oro-Tone" Illustrating the Complete Oro-Tone Line

**The Oro-Tone Co.**  
**QUALITY FIRST**  
1000 to 1010 GEORGE STREET  
CHICAGO, ILL.







# The Phonograph of Marvelous Tone

## VITANOLA

Plays ALL Records - Natural as Life



### Dealers—Attention!

By our direct selling campaign we are now enabled to offer you the wonderful Vitnola at greatly reduced cost to you.

The Vitnola product is of the highest quality and our direct-to-dealer campaign affords you a great saving in wholesale cost. This enables you to take care of the consumer demand for lower prices on high-grade machines.

Six models to choose from for immediate shipment, all adaptable for your holiday trade.

Why buy inferior machines when you can now get genuine Vitnolas at such low prices? Send your inquiries direct to us and assure yourself of clean, new goods. We have no jobbers and are shipping directly from our factory only.

*Send all orders and inquiries to*

## VITANOLA TALKING MACHINE CO.

1900 South 52nd Avenue

Phone: Lawndale 480

CICERO, ILLINOIS





FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

## THIS is the MISSING LINK

### in a Fibre Needle Sharpener

You don't have to remove the  
NEEDLE from the TONE ARM  
to SHARPEN

*It's 5 years ahead of the times*

CONVENIENT



FAST SELLER

GOOD PROFITS

MECHANICALLY RIGHT

Very Simple

## LIDSEEN FIBRE NEEDLE CUTTER

*Let us send you a sample  
and further details*

**LIDSEEN PRODUCTS**  
832-840 So. Central Ave. CHICAGO

ordinary telephone transmitter connected to a stethoscope. The sound, after being amplified, is recorded upon a steel wire. We cannot see why the same thing cannot be done with an ordinary talking machine record. A library of heart and lung tones would be greatly appreciated by doctors, nurses and students of the medical art and would prove a ready seller in any retail talking machine shop.

#### Louise Homer Here

Mme. Louise Homer, the famous contralto, who sang in Chicago on October 30, visited the local music firm of Lyon & Healy, spending some time in their sheet music department. She also visited the department devoted to Victor records. Lyon & Healy were pleased to be able to tell Mme. Homer that there is a fine demand for her records and it had increased as a result of her recent

#### The Triplex Makes Its Debut

A new type of talking machine is now being offered on the market by the Triplex Artistic Phonograph Co., with a plant at Pershing road and Kew-Forest avenue, Kew-Forest, Ill., a suburb of

Chicago. The Triplex is said to be a combination of three instruments in one, combining decorative, conservative and portable models. It is designed so that the panels can be changed at will, as they are set into a slot-like arrangement, which makes them easily removable. These panels are of wood mesh on one side and on the other are reproductions of celebrated paintings. The machine proper, or inner unit as it is called, is also removable from the cabinet, and when taken out can be used as a portable instrument for picnicking, camping, etc.

#### Open New Store

A new store has just been opened at 539 South Wabash avenue, which is known as the Manufacturers' Agency. This concern sells both wholesale and retail. The men behind this organization also operate stores in other sections of the city, the names and locations being: South Canfield 3327 Lincoln avenue; Boston Talking Machine Co., 2425 Lawrence avenue; and the Lincoln Phonograph Co., 3119 Lincoln avenue.

#### Columbia Night at Majestic

Monday, November 28, was Columbia Night at the Majestic Theatre. Marion Harris, exclusive Columbia popular singer, who appeared during the week at the Majestic, was the guest of honor. The part of Lost was played by John McKenna, manager of Chicago Columbia branch and sales staff. Columbia dealers from Chicago and suburbs were the guests. At the conclusion of her act Miss Harris was presented with numerous floral offerings.

#### Hiawatha Hints for 1922

Manager Free Moynihan, of the Hiawatha Co., when asked what he thought about the outlook for 1922, said, "There is only one way to go after real business and get it. Let all of the jobbers and dealers do their parts by selling real quality talking machines. Give the dealer a machine upon which he can put his stamp of approval. This will have a tendency to discourage the sale of all the cheap stock that was put on the market, and which in turn gave such a black eye to the talking machine industry. No manufacturer of high class goods has any objection to competition, provided, of course, the goods with which he is competing are also of high quality. The manufacturers and jobbers must realize that it is necessary for them to build for the future and not for the present."

#### New Blood Inventions

Three new designs in tone arms are about to be placed on the market by B. B. Blood, who was formerly associated with Blood & Kloeber. Mr. Blood has just designed these new arms and is now forming a company to manufacture, a plant already having been secured at 2600 West Twenty-first place. Two of these tone arms are of the throw back type, and are made of brass tubing. Mr. Blood has devised a new method of bending brass tubing which he claims enables him to get out a brass tube tone arm as perfect in construction as if it were die-cast at a cost which is practically that of ordinary die casting in white metal.

#### Paul Biese Publicity Tie-up

M. G. Peters, popular dealer service supervisor of the local branch of the Columbia Graphophone Co., was an important factor in the success of a Paul Biese publicity tie-up which was unique in many respects. This popular dance orchestra conductor, who records exclusively for the Columbia library, is well known to all Columbia

dealers and music lovers throughout the country.

For several months past Paul Biese played at the White City Casino, one of the largest



#### Great Audience Enjoys Biese

dance halls in the city. In connection with his appearance at this dance hall, Columbia dealers used extensive newspaper publicity, and in which the posters were placed in a prominent position.



#### How Biese Was Advertised

the "elevated" places, and highboards were included in this campaign. 5,000 letters were

## CABINETS

Special Prices for the Holidays  
IMMEDIATE DELIVERY  
with or without Motor Equipment



Cut shows our  
New 48"  
E Model

Send for circular showing our full line

**Everett Hunter Mfg. Co.**  
McHENRY, ILL.

## THE \$1.00 CUTTER—HERE IT IS

Retail Price The ALTO  
**\$1.00**

A better Fibre  
Needle Cutter  
for less money



Made Entirely  
of High-Grade  
Steel

ALTO MFG. CO. - 1801-1803 Cornelia Avenue, Chicago, Illinois



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

mailed out by Chicago dealers and the newspapers contributed valuable publicity to this campaign.

One of the most successful events during the campaign was "Paul Biese Night," and on this occasion the entire evening was given to featuring Paul Biese and his orchestra. The names of several popular dance orchestras were written on slips of paper and placed in a hat, one name being drawn and that orchestra was chosen as the second orchestra for the evening to alternate with Paul Biese's orchestra. This afforded continuous dancing and an opportunity for the dancers to compare Biese with the average dance orchestras.

The White City Amusement Co., owner of the Casino, purchased from a local dealer a period model Graceland which was displayed at the hall, and which was given away during Paul Biese's engagement at the Casino.

#### Visit Victor Plant

T. P. Blannery, proprietor of the T. P. Blannery Music Shop, and R. B. Corcoran, secretary and treasurer of Best Music Shop, have returned from a visit to the Victor plant at Camden, N. J. These gentlemen, who are both well known to the Chicago retail trade, pay glowing tributes to the efficiency of the Victor factory. Mr. Corcoran states that from present indications there will be a shortage of Victor goods here, but the management of the Victor plant is doing everything in its power to avert one. The factory is running to capacity and at present there are over ten thousand factory employees on the payroll, many of whom are working overtime in an effort to meet the demand.

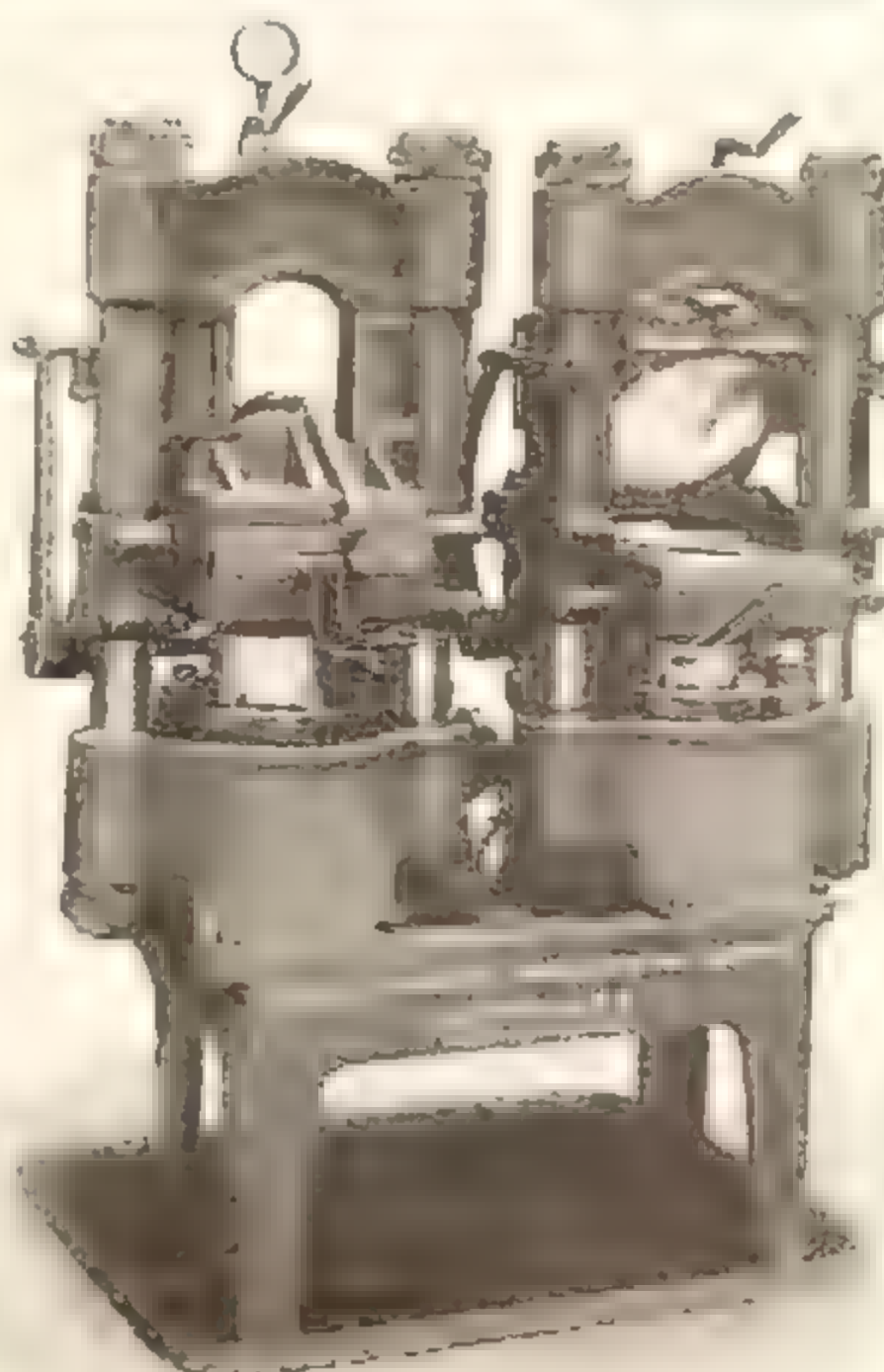
In commenting upon retail conditions in Chicago, Mr. Corcoran further stated that retail Victor business at the Best Shop for the month of October was considerably in excess of the business carried on during the corresponding month of last year and that business indications for November also point to an excess over the business of November, 1920.

#### Handsome Christmas Bulletin

Cole & Dumas have just brought out one of the most comprehensive trade catalogs that have ever been put out by a talking machine jobber. The new book contains thirty-six pages and shows everything they carry in stock from console and upright type talking machines to all kinds of accessories and records. The catalog also lists a full complement of repair parts for talking machines, tone arms and sound-boxes. The latter half of the book is taken up with handsome illustrations of small musical instruments, such as mouth organs, accordions, saxophones, cornets, trombones and drums. There is also a large variety of string instruments such as mandolins, guitars, banjos, ukuleles, violins and accessories for these instruments.

#### Frank Bacon at the Piano Club

Pat Henry, who had charge of the program for the weekly meeting of the Piano Club at the Illinois Athletic Club, sprang a big surprise when Frank Bacon, the famous star of "Lightnin'," which had such a phenomenal run in New York and which is now threatening to eclipse the Eastern record at the Blackstone Theatre in Chicago, entered the door. The unusually large audience gave one hoot, then three whoops, sprang to its feet, did some more yelling, whoop-



## 1200 RECORDS A DAY WITH ONE OPERATOR ON AN ELMES AUTOMATIC DUPLEX RECORD PRESS

Your request will bring you full information in regard to this or our other Standard Hydraulic Presses, Pumps, Accumulators, Valves or Fittings.

CHARLES F. ELMES ENGINEERING WORKS  
224 N. MORGAN ST. Est. 1861 Inc. 1895 CHICAGO, U. S. A.

ing and applauding, and quite a little stamping.

When Mr. Bacon was reached in due course of time by the chairman he responded in a delightful vein, poking gentle fun at everything in sight, indulging in some witty personal reminiscences and displaying a soft, beautiful, well-modulated voice at times allowing himself to lapse into that of his famous character, "Lightnin'." One of the Club members called attention to the fact that the famous "Boo Story" and also the great and pathetic court scene from "Lightnin'" had been recorded by Mr. Bacon on the two sides of a Vocalion record.

There was the usual quota of visitors. Matt Kennedy, the official introducer, called on Carl Kuntzel, sales manager of the Wolf Mig. Co., maker of talking machines, of Quincy, Ill. He responded in a happy vein and finished up by telling the story of a young man who told his father that he wanted to go into the musical

business and wanted a record. The father advised him that he should pick a dream team because he would not be a success unless he had to slide away from him on the record player boxes his own ears, the record is liable to go on a foot, the record player will spring you, but select a piano man, because he is either square up or out or ground.

Other visitors were: S. R. Sanford, of Madison Wis.; W. G. Westmire, of the auditing department of the Columbia Graphophone Co.; P. H. Walley, Wisconsin representative of the same corporation; Roy York and H. L. O'Brien of the Aeolian Co.; A. M. Furscher, of the W. W. Kimball Co.; and Mesdames Rosencrow, Wolf and Riley, guests of Joe Pierson of the Republic Building.

The arrangements of the program committed to for the next three weeks indicate that we

(Continued on p. 118)

## Season's Greetings

from

# Repeat—O—Stop

and

# Repeat—O—Graph

Our New Selling Plan is Ready to Help Dealers

Start Now. Excellent Profits

Write for particulars

End the old year right and start the NEW YEAR'S selling right.

## REPEATING DEVICES CORPORATION

CHICAGO  
108-10 Sullivan Street  
Phone: 8010 Diversey

NEW YORK  
Van Alst and 11th Sts., Long Island City, N. Y. C.  
Phone: Hunters Point 900

BOSTON, MASS.  
200 Devonshire Street  
Phone: MA 7-122

PITTSBURGH, PA.  
609 Chamber of Commerce Bldg.  
Phone: Grant 5741

PHILADELPHIA, PA.  
422 Lafayette Bldg.  
Phone: CHestnut 27-1  
Phone: CHestnut 3425

DETROIT, MICH.  
1601 David Whitney Bldg.  
Phone: Cadillac 6651

### Edison Diamond Amberolas—Plus Service

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

### A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons

Formerly Jas. J. Lyons  
17 W. Lake St. Chicago





## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

...not to have such wonderful sessions. We can appreciate this report by quoting the "loop" program from the official letter of member John McKenna, secretary of the club and manager of the Columbia Graphophone Club Chicago branch. Here it is: "Propriety and Speed Up With Your Art."

#### Record Opera Via Wireless

An achievement of unusual interest and importance was registered on the evening of November 22 when for the first time an actual opera performance was recorded on talking machine records by means of wireless telephony.

The wireless recording was done by the Brunswick-Packard Corporation in its experimental laboratories on the sixth floor of the Brunswick Building in Chicago. The technical parts for the new method were carried out under the supervision of Benjamin Franklin Messner, assistant expert for the Brunswick Laboratories. Mr. Messner is a man of great prominence in the radio field who during the war had much to do with bringing out methods for wireless control of marine torpedoes. For a period lasting over two years Mr. Messner worked in conjunction with John Hays Hammond, Jr., a man of national reputation in wireless torpedo control. He has now for some months been working in the Brunswick experimental laboratories here on various methods for converting sound waves into electrical waves, and recovering these back into sound waves on the talking machine record. In this work he has attained considerable success, and present indications point to some radical changes in the recording field before very long.

On the evening of Tuesday, November 22, an actual demonstration in wireless recording was given before a group of acoustical experts and representatives from various trade journals as well as local newspaper men. The party was gathered in Brunswick's experimental laboratories and the opera "La Bohème" which was given at the Auditorium Theatre last week

away was brought to them clearly and distinctly.

Three of Brunswick's exclusive operatic artists appeared in this presentation and their voices were actually recorded on the master wax records. The artists concerned were Clara Dux, Irene Pavlovski and Lino Pattoni. The record of Clara Dux is of exceptional interest, because it represents the first recording of the actual debut of an artist.

The electrical apparatus for the recording was placed in position before the opera began. The transmitting devices at the Auditorium were installed above an elevated orchestra in which and wires leading from these transmitters were



Musical Critics Present at Noted Event

extended to the stage with the electric cables to the transmitting apparatus. The receiving station was on the roof of the Brunswick Building and the wires were run down the side of the building to the recording laboratory on the sixth floor where the actual recording took place. The recording apparatus and Magnaflex, the Magnaflex Company's recording system, was used to record the opera. The actual recording of the first wireless opera was done the electrical waves were sent down the Magnaflex cable to the recording apparatus, and when the recording was made good, it was able to hear the artist as clearly as the wax.

#### A Clever Business Stunt

H. H. Sheldon, Brunswick representative from the St. Louis branch where Chicago records had

the following to say about the D. M. Dawson Furniture Co. of Christopher, Ill., which recently opened a new store in that city. This new account is exclusively Brunswick, and on its opening day the store gave away a well known make of kitchen range, valued at \$100. Serially numbered tickets were given out to all persons in attendance, and the holder of the lucky number received the prize. One clever little business stunt consisted of printing on the back of these tickets a space for information to be filled in by the holder, consisting of the name, address and a few remarks as to whether the ticket-holder owned a talking machine, and if so what kind. In this manner quite a large prospect list was built up for the benefit of the sales people, and when the list was followed up the company was rewarded by orders from thirty-seven of the prospects.

#### Repeating Devices Corp. Broadening Out

The Repeating Devices Corp. of this city, organized a few months ago, which controls all the patents covering the Repeaterstop and the Repeatograph, is meeting with pleasing success in the introduction of these two well-known repeating devices. The company has established branches in New York, Philadelphia, Boston, Pittsburgh and Detroit, and the results of its sales campaign to date have been far beyond expectations. Sooner after the first of the year the company plans to inaugurate a national advertising campaign and will also introduce a group of "retailer" sales ideas with the thought of co-operating with its jobbers and dealers in every possible way.

#### W. O. Meissner Tells of Improvement

W. O. Meissner, vice president of the Sterling Records Co., this city, manufacturer of Sterling Records and attachments, states that there has been a general improvement in business conditions all along the line. "As far as we are concerned," says Mr. Meissner, "the turn has surely come. We are getting more inquiries and orders, both large and small, are being received in



Start the New Year  
With a Better Factory Service

TRY

**OUR JOBBERS FACTORY PLAN**

QUALITY VALUE SERVICE

We operate a plan that makes

**OUR PLANT—YOUR FACTORY**

NO INVESTMENT NO HANDLING QUICK AND SURE SERVICE

Build your *Business* on *Wolf Service*, a *Solid Foundation* with a *Future*. Save yourself the embarrassment of a false start on models that will be discontinued.

Phonographs Designed with a Sales Appeal  
on Simply Policy of *Just a Square Deal*

WRITE  
TODAY

To **THE WOLF MANUFACTURING INDUSTRIES**  
QUINCY ILLINOIS



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

greater volume. There is a very active demand for the Sterling No. 31 tone arm with not set automatic stop and the sales of Elysian attachments together with the general line of tone arms have increased substantially."

#### Eight Victor Artists Appear

Mr. Simon spent three days in Chicago, so also did the Light Famous Ones. There was a delightful reception at Lyon & Healy's on Sunday, November 27. Most of the Victor dealers in Chicago and some others met the artists and heard them sing, recitate and do various other sundry things. Henry Burr was there, the dignified one of the bunch. When a World man asked Henry how it happened that his voice retained its freshness after so many years of singing and record making he volunteered that he was but 39 years of age and that he had been doing some voice training in the mean time. He also intimated that association with the Victor Co. and a bunch like the seven others was conducive to the retention of the youthful spirit. John Meyer, the baritone, pleasant as a Spring morning, is an awfully fine chap to meet. Frank Croxton, the classical one of the crowd, keeps his fine basso-cantante up to the mark splendidly. The writer heard him give the prologue from "I Pagliacci" so many years ago that out of pity for Croxton he refuses to tell how many. It is just a joy to hear Croxton and Meyer sing a baritone and bass duet together. Yes, we met them all the other day at Lyon & Healy's.

Frank Banta—now he is really a fine pianist. I have no doubt that he can do the Hungarian Rhapsodies and the Rachmaninoff Preludes and Chopin things as well as anybody—a darn sight better than some. But he chooses to jazz things up much of the time, that is when he is piano soloing. But he retains everything he does. That is the beauty of the famous eight. They can give popular stuff in a way that offends nobody and he it understood that they are very careful about their selections. No rational Puritan can object to anything they say or do. They are a coterie of gentlemen and that's all that is necessary to articulate on that subject. But to return to Banta for just a moment, his accompaniments are simply wonderful.

Monroe Silver, the inimitable, told Cohen stories without stint. Most of them had to deal with the Irish and the Jews and one gets the faint impression that the Jew always comes out ahead. Now about Campbell. That handsome little gink with a Dresden china contra tenor is the most valuable member of the aggregation. We simply could not get along without him, neither could the public. The Campbell-Burr duets and the trillings of the Sterling Trio—Campbell, Burr and Meyer—are indispensable to the happiness of the American people as recorded on Victor records. Fred Van Eps is also indispensable. When he appears with his banjo, which by the way Billy Murray refers to as an African harp, he is just as much an artist as any one of them. He has the musical soul all right though it is more likely to express itself in a teasing way than in "I'll Sing Those Songs of Araby," which Burr used to sing with such exquisite nuance. And finally come the Billy Murray, famous introducer, magnificent topical songster, terrible tenor, superb comedian and one of the finest fellows—exactly who ever lived.



## Sell Quality Quality Merchandise

means

Increased Sales  
Greater Value  
Complete Satisfaction

Jobbers and Dealers who sell Quality  
Phonographs are aiding materially in  
bringing conditions back to normal.

Write us today for prices

**HIAWATHA PHONOGRAPH CO.**  
209 South State Street Chicago, Ill.

As was said before, after we met them all they sang their little songs and spoke their little pieces and then I guess the famous eight went out and ate. Anyway, we did not see them any more until Monday evening, when they appeared before an audience that crowded Orchestra Hall. No use of going over that program now. The same thing or something like it has been done and will be done in lots of cities this season. And they did it again on Tuesday evening to another big audience. Just want to say in closing that the famous eight are all right and that Mr. Wessell and the Chicago Victor dealers who brought them to Chicago are to be congratulated.

#### Jewel Phono Parts Co. Elects Officers

T. E. Davidson was elected president and production manager of the Jewel Phono Parts Co. at a recent meeting of the stockholders. Other officers are: Fred Schneider, re-elected vice-president; A. B. Council, sales manager and treasurer; and Judge A. A. Root, the company's counsel, was elected treasurer.

#### Knittel Not to Leave

A report has been circulated that Carl Knittel, sales manager of the Wolf Mfg. Industries of Quincy, Ill., was leaving that company. In an interview with Mr. Knittel, we learn that he has no such intention and that his entire activities will be with the Wolf Service.

#### Activity With Lyon & Healy

The holidays are on a ways and Lyon & Healy splendidly prepared to cater to the needs of those musically inclined, and this year their windows and warehouses are so arranged as to win more than usual attention from those desiring anything in the musical line. The talking machine department, under the able management of L. C. Wessell, reports that orders for Christmas de-

livery are now coming in in a manner to indicate a brisk holiday business. Medium-priced machines are most in demand and little interest is being manifested in the low-priced products.

#### Fine Cicero Victor Display

One of the most beautiful Victor representations in this section is that of the Krause Furniture Co., Cicero, Ill., a suburb of Chicago. The Krause Co. heretofore has been exclusively in



Krause Furniture Co.'s Attractive Store

retail furniture and for years has maintained two retail establishments in this section. When this company opened its new Victor department an informal entertainment was given, which was attended by several thousand people residing in the vicinity.

#### Clency Activities Satisfy

The monthly report received by Sales Manager C. E. Swanson, of the Clency Co. from the Clency factories at Grand Rapids shows that the entire plant is exceptionally busy at present. Every department is working to full capacity. Clency jobbers all over the country are oversold and are being kept busy apportioning their

(Continued on page 120)

## 48 HOUR SERVICE

Write for our big new holiday bulletin. Just off the press. No matter what your needs are—either in the phonograph line or the small goods line—we can furnish your needs on any quantity and guarantee immediate delivery at lowest market prices. Wire us your last-minute holiday requirements.

**COLE & DUNAS MUSIC COMPANY**  
50-56 WEST LAKE STREET CHICAGO, ILL.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

The latter is somewhat more optimistic business at the end of 1921. It is believed that the year will close with a somewhat better record than the year 1920.

**Ambassador Plans for 1922**

The year 1922 is planning to be a year of expansion for the Ambassador Phonograph Co. A. J. Kenrick, sales manager of the Brunswick-Columbia Co., in a chat with the World representative recently, regarding Brunswick activities, remarked: "The month of October was the best month we have experienced in the history of this institution, and the first two weeks of November greatly exceeded anything that we have ever accomplished in the way of sales. Our sales today are much larger than ever before, and but for the fact of our shortage of Adlon brown mahogany finishes we would be able to do even a larger volume."

"We shall enter the year 1922 with less merchandise on hand than ever before in our his-

tory, and our present orders on hand will keep our factories working overtime for a period extending well into the new year. We are filling present orders as promptly as possible, but even these cannot be fully completed until the first or second months of 1922. Orders are still coming in strong, with no sign of a let up at present. The volume of our record sales so far this year is from two and a half to three times that of last year. We have made radical improvements lately in our methods of recording, and that these methods are appreciated by the music-loving public may be easily seen from the increased record orders that our dealers are sending in."

**Tells of Big Expansion**

The year 1922 is planning to be a year of expansion for the Ambassador Phonograph Co. A. J. Kenrick, sales manager of the Brunswick-Columbia Co., in a chat with the World representative recently, regarding Brunswick activities, remarked: "The month of October was the best month we have experienced in the history of this institution, and the first two weeks of November greatly exceeded anything that we have ever accomplished in the way of sales. Our sales today are much larger than ever before, and but for the fact of our shortage of Adlon brown mahogany finishes we would be able to do even a larger volume."

"We shall enter the year 1922 with less merchandise on hand than ever before in our his-

tory, and our present orders on hand will keep our factories working overtime for a period extending well into the new year. We are filling present orders as promptly as possible, but even these cannot be fully completed until the first or second months of 1922. Orders are still coming in strong, with no sign of a let up at present. The volume of our record sales so far this year is from two and a half to three times that of last year. We have made radical improvements lately in our methods of recording, and that these methods are appreciated by the music-loving public may be easily seen from the increased record orders that our dealers are sending in."

**City Furniture Co. Expands**

The City Furniture Co., 9160 South Halsted street, exclusive Brunswick dealer, has found the talking machine business so profitable in



**Exterior of City Furniture Co.'s Store**  
that locality that it recently decided to increase this department. It has rented the store next to the present large brick quarters and has fitted it up in a modern becoming the most up-to-date



**Interior of the Store**  
where store. The new store is on the ground floor and situated in the heart of the business district of final wood, where it gives the Brunswick line an ideal representation.

**Chicago T. M.'s Latest Thought**

Again the advertising men of the Chicago Talking Machine Co. bring out a clever little idea that is truly worthy of the closest consideration. The latest is in the form of a pamphlet termed for record check-up purposes. Heretofore, the Chicago Talking Machine Co. sent out these monthly check-ups in sheet form. With this new idea they are enabled to devote one page to some clever literature. The first edition contains a suggestion that no one can deny. The text matter is of such a quality that we believe the entire trade can benefit by reading it. It is as follows:

"You can't ring up apples on your cash register."  
"Have you sufficient quantities of all these Victor records to sell every customer, 'Yes, we have it?'"

"Your busiest season is here. Are you ready?"  
"Do not let insufficient record stock deprive you of a single dollar."

"You cannot spend your time more profitably than to carefully check this list and determine your requirements on these records."

**Bissell-Weisert Co. to Move**

The Bissell-Weisert Co. on January 1 will move from its present location in the Fine Arts Building to larger and more favorable quarters at 24 South Michigan avenue. The first floor warerooms now occupied by the Ed-

(Continued on page 122)

**A Merry Xmas**

and a

**Prosperous New Year**

to the Trade is the wish of

**The Ambassador**

We invite all jobbers and dealers when they get to the point of wanting an instrument Superior in EVERY WAY to get in touch with us—Terms, quality, service and profit—Let us show you

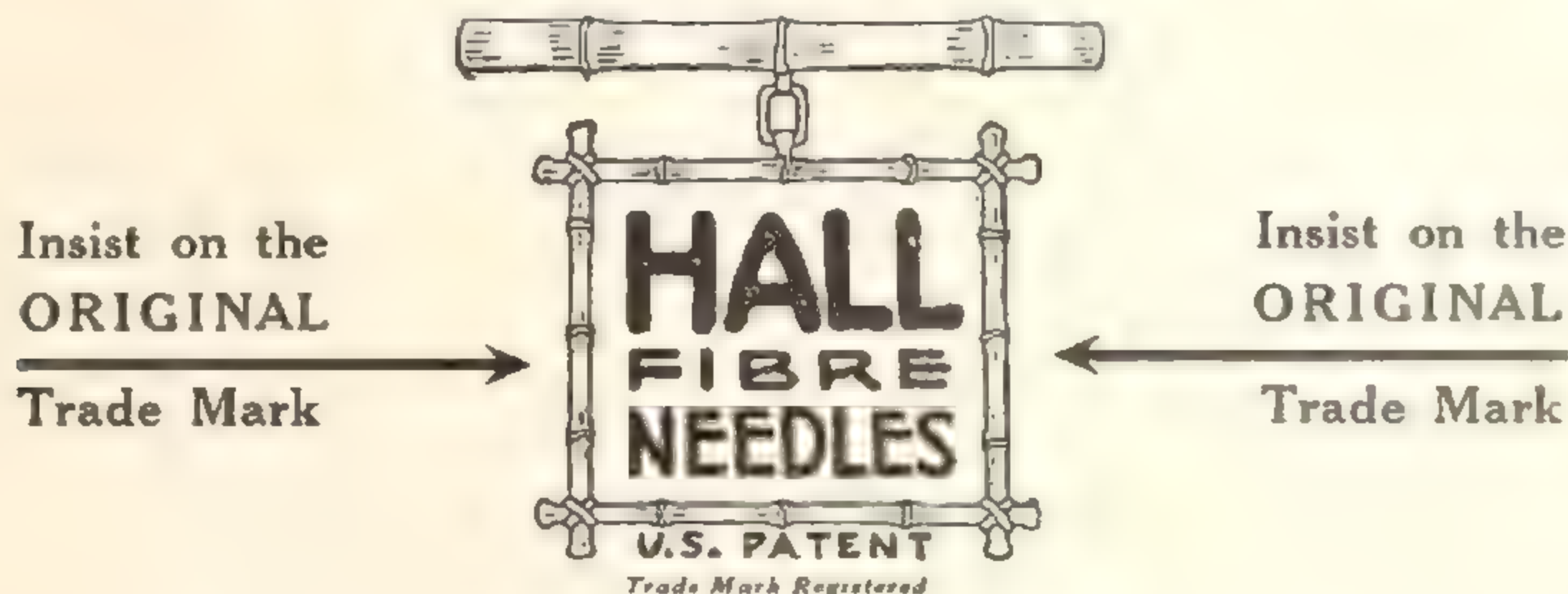
**AMBASSADOR PHONOGRAPH CO.**

EXECUTIVE OFFICES:  
Suite 201  
312 SO. CLARK STREET  
PHONE WABASH 6827

**CHICAGO  
ILL.**

SALES OFFICE:  
Suite 300  
19 W. JACKSON BLVD.  
PHONE HARRISON 9530





## TO OUR TRADE

We extend our Heartiest Greetings for

*A Merry Christmas*

*Made Merrier by Good Business*

*A Happy New Year*

*Made Happier by Increased Business*

RESULTING FROM THE SALE OF

**HALL FIBRE NEEDLES**

We wish also to assure our dealers that every effort, consistent with the maintenance of quality, will be made to satisfy the demands of their customers during the year 1922.

---

## HALL MANUFACTURING CO.

*Successor to the B & H Fibre Needle Co.*

**33-35 W. Kinzie St., Chicago, Ill.**



## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

son Kett Co. will be the future headquarters of the Chicago retailers. This location is one of the finest along Michigan avenue and provides much larger roomage than that now occupied by the Russell-Weisert Co. In the present quarters there is only a small ground floor showroom, the main one being located on the fourth floor of the Fine Arts Building, to which it is necessary to travel by elevators. Undoubtedly one of the finest retail music establishments in the Loop will result from this most recent move of Russell-Weisert.

For years past this progressive concern has identified itself by catering to the best and most exclusive clientele in the city. Advertising of a uniformly high quality has established a reputation for artistry of preparation and effectiveness of result. The Russell-Weisert Piano Co. handles the Chickering, Ampico, Krakauer, Marshall & Wendell pianos and the Victor line of talking machines and records.

**Victor on Northwest Side**

Another new store strikingly beautiful and modern is that of George Glick at 2150 West Division street. This, too, is an exclusive Victor representation which has attracted considerable

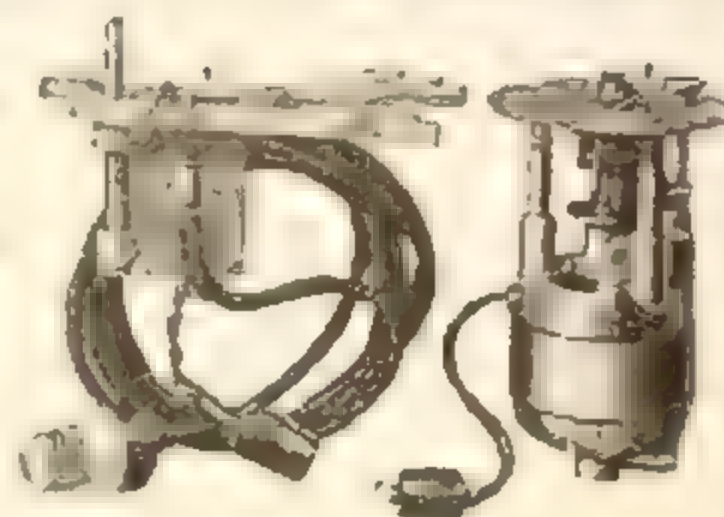
**Interior of Glick's New Store**

attention lately. The grand opening of the concern was attended by many men prominent in the talking machine trade as well as a number of officials of the Victor Talking Machine Co., who happened to be present in the city. The decorative and building work in this store was done by the George Peterson Mfg. Co.

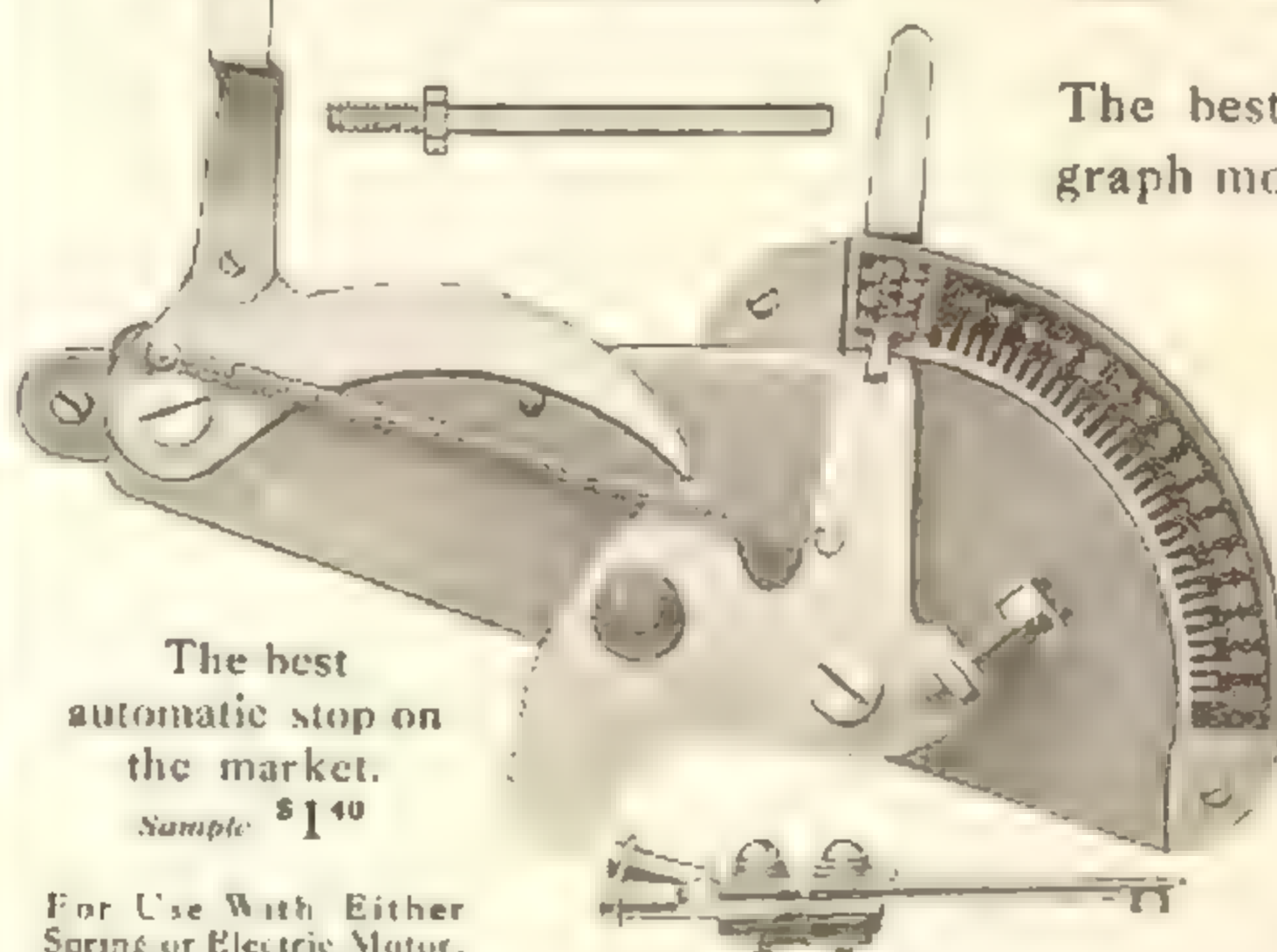
The lowering of prices of the necessities of life, where raw materials and labor have to come together, must come slowly. Prices have come down slowly, and they will continue to come down slowly. There cannot be anything like a sudden smash in prices.

To our friends in the trade we extend our best wishes for a Merry Christmas and a Happy New Year.

Send for a sample electric motor  
Complete \$19.50



Number your records and you have a non-set stop.



The best automatic stop on the market.  
Sample \$1.40

For Use With Either Spring or Electric Motor.

The best electric phonograph motor on the market. Made for use on voltages from 32 to 250.

Send for our parts catalogue

**LAKESIDE SUPPLY CO.**

416 S. Dearborn St.  
CHICAGO, ILL.

Telephone Harrison 2550

**A Deciding Factor in Retail Sales for 1922**

By CHARLES S. MCCOY, President, The Cheney Talking Machine Co.

A representative of The Talking Machine World recently asked Charles S. McCoy, president of the Cheney Talking Machine Co., for his views about the talking machine industry. In reply Mr. McCoy handed The World's representative a copy of the November Cheney Resonator and pointed to a letter therein, which he had written to a customer, and which is worth reproducing for its many merits of matter and style. Said Mr. McCoy to his customer, in part:

"November 2, 1921.

"Dear Mr. . . . .  
"The questions raised in your letter of the 24th inst., are rather difficult to answer briefly and we can do no more than give you an out-

line of our ideas in this letter. However, we repeat your three specific questions with our answers in the order in which you have put them to us.

"1. What, in your opinion, will be the deciding factor in retail sales of talking machines during the next few months?

"Value! This has always been an important consideration, but the increasing tendency on the part of consumers to be supercritical of values makes it more necessary than ever before to lay emphasis on the value of the merchandise you sell.

"Price does not make value, but the combination of right price and quality does. Sell your customers the quality of your merchandise and, with prices right, you will make sales.

"2. What effect upon consumers do you anticipate will result from your recent price reductions?

"The Cheney reduced prices will have a very wholesome effect on your business, if you will inform your customers and your salespeople with the fact that these sweeping reductions have been made, and if you will emphasize their favorable relation to the purchasing power of the dollar. In other words, we get back to value. We feel sure the following facts will be interesting to everyone; use them:

"A report issued by the U. S. Department of Labor, Bureau of Statistics, indicates:

"Average cost of foods in September, 1921, 45 per cent higher than 1914.

"Average cost of clothing in September, 1921, 91 per cent higher than 1914.

"Average cost of miscellaneous merchandise in September, 1921, 101 per cent higher than 1914.

"Average cost of fuel and light in September, 1921, 79 per cent higher than 1914.

"Compare the above figures with:

"Average cost of Cheney phonographs (upright models) September, 1921, 22 per cent higher than 1914.

"Improvements made since 1914 represent increase in intrinsic value equal to fully half of this difference.

"Average cost Cheney phonographs (Art models) September, 1921, 5 per cent higher than 1918 when they were first introduced.

**Even After the Holiday Rush**

you can stimulate your sales with this

**Baby DeLuxe**

It has proven a sensational seller and attraction and warrants your investigation.



**THE SYMPHONY MUSIC CO.**

1020 Wilson Avenue

CHICAGO







FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

## Repair Parts

For All and Every Motor  
That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE  
LAWS OF ILLINOIS

# Consolidated Talking Machine Co.

SUCCESSORS TO:  
Standard Talking Machine Co.  
United Talking Machine Co.  
Harmony Talking Machine Co.  
U. S. Phonograph Co.  
Avalon Co.

High Grade Talking Machines, Disc Records,  
Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST., CHICAGO, ILL.  
Branch: 2957 Grand Ave., Detroit, Mich.



TRADE MARK  
"CONSOLA"

MODEL 4228700  
CONSOLA

one of our clerks came in and asked for a certain record. He was given the record, after which he was asked whether he would not like to hear some more selections. The young lady suggested piano selections. The idea seemed to take with him. She brought out two or three classical numbers and he did not buy. He handed them back with the words, "No. I guess I don't like piano numbers after all." Just at this point I stepped over and suggested to the girl that she offer the selection "Hold Me," which is a popular number with a happy piano accompaniment. This made a big hit with him and he immediately wanted to hear some more. He ended by walking out with three more records than he had intended to purchase. To sum it all up, the knowledge of the records

themselves and the artists who make them is at the bottom of successful salesmanship. You cannot offer the proper selection if you do not know what is on your shelves. That brings it down to the final point of our lecture, for without enthusiasm in this most attractive of businesses the record salesman cannot interest himself in the various numbers he has for disposal. In conclusion, the suggestion made is added that it is highly important in the selling of records to select record selections to carefully play over the different selections as they are released and also the stock numbers in the racks with which they are not familiar whenever opportunity permits. This will enable them to intelligently inform customers of the interesting features of the various records.

## Reasons Why 1922 Will Reward Fighters

By S. A. RIBOLLA, General Manager, General Phonograph Corp. of Chicago

In the year 1921 will reward fighters," the enterprising to add "and 1922." Those of us who are still left in the phonograph industry must have followed this suggestion either consciously or unconsciously, otherwise we should not have survived the worst slump and depression of business that our industry has ever experienced.

The year 1921, particularly in the so-called industrial and high industry, has been one of forced liquidation. Unquestionably a large proportion of the business done has been done at reduced "bargain" prices.

During the early part of the year 1920 nearly every manufacturer in our industry was overwhelmed with orders and the feeling was that this would be a banner year. The demand for records was so great that many manufacturers had to turn to their factories and increased production to the utmost. The slogan was "produce the goods regardless of cost." The factories were putting the manufacturers on their feet, telling them to go ahead. Then, suddenly, the selling interests completely reversed their position. Manufacturers were told to "hold back" further advances and to "cut down" their output, cutting down their production.

This sudden reversal precipitated a sharp drop in prices and brought about a real business crisis in nearly all branches of industry.

We all know that deflation was inevitable sooner or later, but the prevailing general opinion of manufacturers and business men during the early part of 1920 was that deflation would come about in a natural way during the following year.

It is a fact that many manufacturers in our industry had a really big hand in the early part of 1920 large contracts and orders, which apparently justified them in expanding their output. But when the banks began to put on the screws the manufacturers soon began to receive hold-up instructions for goods which had already been manufactured, soon after followed by actual cancellations, entirely regardless of the orders or contracts which they actually possessed and totally regardless of any "business morality."

This left many phonograph manufacturers either with large stocks of completed or partially completed machines on hand, and many with tremendous stocks of material which had been bought at very high prices. Consequently, many manufacturers in our industry were forced into bankruptcies or in the hands of Receivers or Creditors Committees.

I wish to point out that the average increase in retail prices of phonographs since 1914 to the highest peak of 1920 was approximately about 40 per cent and this in spite of the fact that certain materials used to a considerable extent in the construction of phonographs increased in

cost 300 per cent and in some instances more. This is pretty good evidence that the phonograph manufacturer was not guilty of any excessive increase or inflation of prices. In the contrary, the advance in prices of our industry were very moderate.

Writing on behalf of the General Phonograph Corp. I wish to point out that comparing our pre-war prices to the highest peak prices of our phonograph motors, tone arms and sound boxes shows an approximate increase of only about 25 per cent—this very moderate increase in our prices was to a considerable extent made possible by greatly increased output.

My observation has been that the phonograph business during the past several months has been very much better than during the same period of last year, and I believe that from now on there will be a steady gradual improvement.

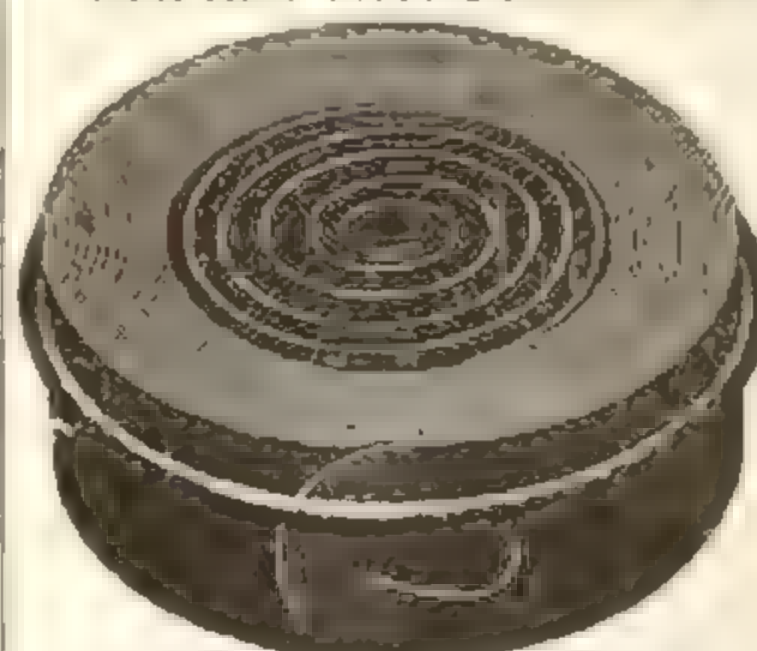
The increase in price of cotton and tobacco has already produced a favorable influence on business throughout the Southern States. Building trades throughout the United States are gradually gathering momentum which should ultimately lead to the largest building boom which this country has ever experienced, and which will favorably affect many industries as well as labor conditions in general. This ultimately will lead to greatly increased sales of phonographs.

Undoubtedly, if some arrangement can be made to stabilize foreign exchange, it will have a very favorable effect on our exports, particularly of farm products. If this can be accomplished it will assist the farmer very much in getting back to the buying mood, and will have a very favorable effect on the phonograph industry.

I wish to point out that according to the best available statistics obtainable there are ap-

## MAIN SPRINGS

FOR ANY PHONOGRAPH MOTOR



Order  
Right  
From  
This  
Ad

48 Hour Delivery! Reduced Prices!

Dependability is assured with Cole & Dunas' main springs. Our main springs are made under one roof—no subcontracting. This gives us complete control of the spring from the steel to the finished product. This gives us the best of a main spring service. This gives us the best of a main spring service. This gives us the best of a main spring service.

### CRUCIBLE STEEL—ALL SIZES

#### FOR VICTOR MOTOR

No. MS1—1 1/2 inch wide, 12 x 12 x 12 feet long, 20c  
No. MS2—1 1/2 inch wide, 12 x 12 x 12 feet long, 20c  
No. MS19—1 1/2 inch wide, 12 x 12 x 12 feet long, 20c  
No. MS20—1 1/2 inch wide, 12 x 12 x 12 feet long, 20c

#### FOR COLUMBIA MOTOR

No. MS21—1 1/2 inch wide, 12 x 12 x 12 feet long, 20c  
No. MS22—1 1/2 inch wide, 12 x 12 x 12 feet long, 20c  
No. MS23—1 1/2 inch wide, 12 x 12 x 12 feet long, 20c

#### FOR HEINEMAN MOTOR

No. MS24—1 1/2 inch wide, 12 x 12 x 12 feet long, 20c  
No. MS25—1 1/2 inch wide, 12 x 12 x 12 feet long, 20c  
No. MS26—1 1/2 inch wide, 12 x 12 x 12 feet long, 20c

FOR BRUNSWICK, KRASBERG, KAAL, SONOMA, STEPHENSON, SILVERTONE, MEINSLACK OR THOMAS MOTORS

No. MS27—1 1/2 inch wide, 12 x 12 x 12 feet long, 20c  
No. MS28—1 1/2 inch wide, 12 x 12 x 12 feet long, 20c

#### OTHER STANDARD MAKES

No. MS29—1 1/2 inch wide, 12 x 12 x 12 feet long, 20c  
No. MS30—1 1/2 inch wide, 12 x 12 x 12 feet long, 20c

NOTE: Every main spring for which there is a demand is kept in stock. Main springs are made to order and are interchangeable for all makes of phonographs. Victor and Columbia main springs can be used for Edison and other makes of phonographs. Send enough to cover postage if wanted by parcel post or we will ship by express.

COLE & DUNAS MUSIC CO.

50-56 W. LAKE ST. CHICAGO

Write for Bulletin



## FROM OUR CHICAGO HEADQUARTERS

(Continued from page 124)

proximately 22,000,000 families in the United States and that less than one fifth are provided with phonographs as yet—besides this, it is estimated that fully 1,000,000 new families per year are started in the United States, so that there is still a very large field open. I am a firm believer in the slogan "A phonograph for every home."

The return of "normalcy" means the return again to large business in the phonograph industry, and prosperity in this line for many years to come, as this field is still far from the point of saturation.

Regarding suggestions for 1922, I believe that it would be wise for all phonograph manufacturers to advertise extensively and nationally, and to emphasize these two facts, viz.:

First—That the increase of prices of phonographs during the war period was approximately only about 40 per cent, and many high grade manufacturers have already made reductions, which bring present prices down on high grade instruments, to normal, taking into consideration the present higher level of labor and some material.

Second—Many instruments now being advertised at very low, slaughtered prices are principally of inferior quality, and usually of bankrupt stocks or receivers' stocks, which are being forcibly liquidated, in many instances at less than cost, and this is only a temporary condition.

In my opinion the public should be made to comprehend that the phonographs which are



## Scottford Model I Reproducer on Victor and Columbia

Plays both 10" and 12" Records—12" Pl. 10" Pl. 10" Pl. 10" Pl.

Scottford Model I Reproducer 1-V for Victor—Sample Prepaid to Dealer  
\$3.85 Nickel, \$4.75 Gold—Retail \$6.00 and \$7.50

Scottford Model I Reproducer with 1-C Columbia Connection—Prepaid to Dealer, Nickel \$4.75; Gold \$5.50—Retail \$6.75 and \$8.25

Quoted Prices include duplication



BARNHART BROTHERS & SPINDLER  
Monroe and Throop Streets, CHICAGO

being very extensively advertised at very low prices are of inferior quality, or being sold at less than cost and under forced liquidation, so as not to get fixed in their minds the idea that phonographs should in the future be sold at any such low prices, and the manufacturers of high grade phonographs should impress on the minds of the public the fact that the increases of prices of phonographs during the war did not exceed 40 per cent.

was how to fill orders fast enough, we are certain to be disappointed.

There will be an increase of business in 1922, but it will go only to the manufacturers and dealers who fight vigorously to get it. There are many classes of people, especially those with fixed incomes who are appreciably better off today than they were two years ago.

The dealer who expects to prosper must be on his toes all the time, ready to take advantage of every opportunity. The manufacturer also must be awake to sales possibilities and be prepared to develop new outlets for his products to meet any showing up of demand in established channels. Well directed dealer co-operation will be a most effective means of building up a satisfactory sales total. Close attention by the manufacturer to the retailer's requirements, and a sincere effort to help him gain sales, will develop substantially better business relationships.

## The Great Opportunities for Sales in 1922

By CHRIS. G. STEGER, President, Steger & Sons Piano Mfg. Co., Chicago

By analyzing present business conditions, in endeavoring to shape a reliable forecast for the coming year, the earnest investigator will discover many important indications pointing the way to better times.

Impressive statistics might be cited wholesale to support this statement, but none could be as illuminating as the simple, thoroughly significant fact that public confidence has returned. The pessimistic utterances of a few months ago have given way almost entirely to a healthy and universal optimism. Business men are beginning to look at the bright side of things and to plan their coming activities on a broader scale. This commendable outlook on the future is shared by merchants, manufacturers and bankers alike.

A noted wholesale merchandise house states: "Business is distinctly better. In nearly all lines costs are becoming more stable. Confidence is growing that values are approaching their new permanent level. Beyond doubt, the worst of the post war reaction is behind us and a solid foundation is being laid for a new era of prosperity, which will insure employment for all workers, and active business for all merchants who work for it."

This optimism is emphasized by the National Bank of Commerce, of New York, which, in a recent bulletin, states:

"Improvement in business and finance is becoming more distinct, and though progress is gradual, it is on a substantial basis."

Hundreds of other equally significant expressions of confidence might be mentioned, but these are sufficient to show the trend of public thought. That this optimism is well founded is beyond question. Recent happenings in politics, in commerce and in banking confirm it.

The very fact that business men have abandoned a pessimistic attitude is by far the most encouraging sign of the times.

When I am asked my opinion on present conditions and as to sales possibilities for the coming year, I invariably think of a very clever slogan card which was brought to my attention several months ago. At the top in bold-faced capitals appeared the familiar question "How do you find business?" and at the bottom in red was the pertinent answer, "By going after it!"

This should be the keynote of our activities during 1922. If we expect a return to the conditions of two years ago, when the big question

## CONDITIONS THAT ARE OPEN TO CORRECTION

By CARL KNITTEL, Sales Manager,  
Wolf Mfg. Co., Chicago

Time and again you will hear this remark up at the front end of the store, "We can't sell talking machines!" Then, if you look around, you will at first be unable to find the machines at all, but later, after a diligent search, you will discover them at the back end of a hallway.

In other words, instead of utilizing the power of suggestion to help sell talking machines they make every prospect voluntarily ask for it before they show him one.

Now look over the cabinets and they are full of finger marks, the turntables dusty, needles strewn all over the motor board and needle cups.

(Continued on page 126)

## THE MANDEL TONE ARM AND REPRODUCER

It's better because it's different. No loose joints. No unnecessary vibrations. No springs to make it lighter. No weights to make it heavier. The Mandel is correct down to the last little detail.

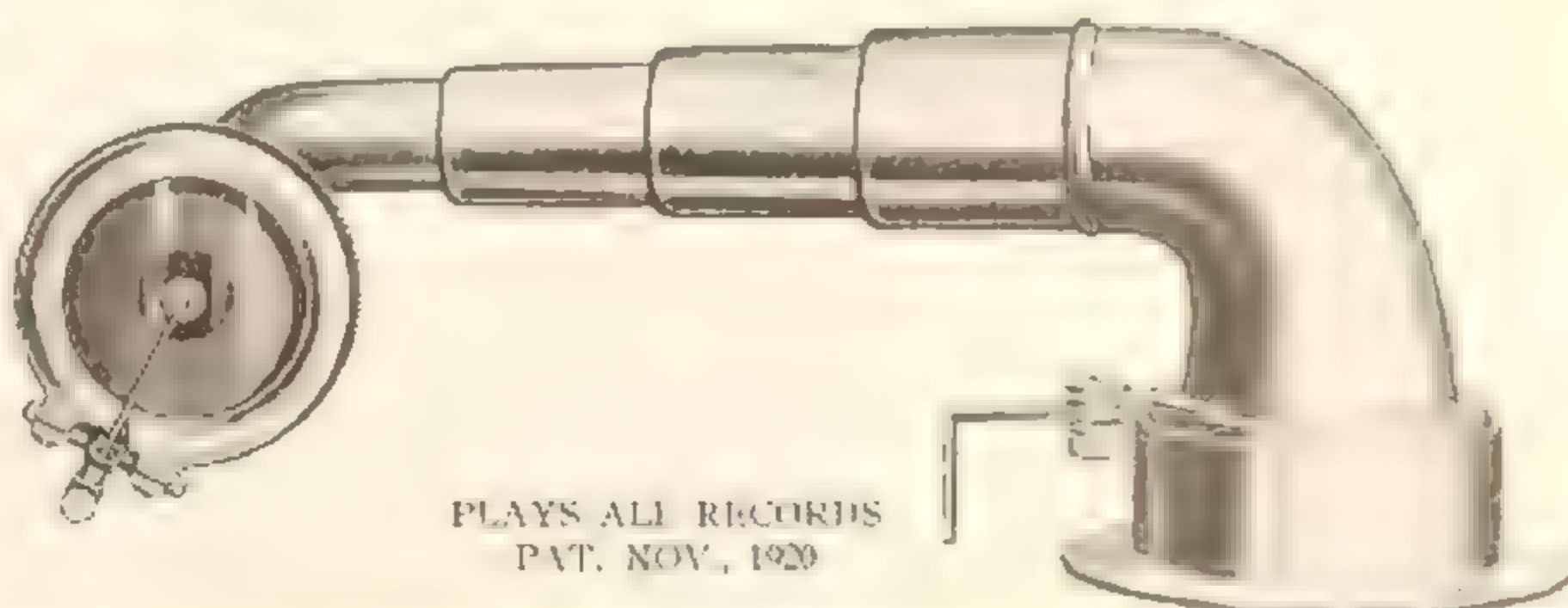
These highly efficient sound reproducing units are now available for phonograph manufacturers and assemblers.

A few hundred thousand Mandel tone arms and reproducers are now in use. That in itself is an eloquent testimonial.

We offer a tried product and a proven success.

Write for sample and prices

MANDEL PHONO PARTS CO.  
1329 W. LAKE ST. CHICAGO, ILL.



PLAYS ALL RECORDS  
PAT. NOV. 1920



## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

the old records they had not been cleaned up. As an experienced salesman to a new dealer, you and they have no record. When the dealer proposes one it is usually a good one, with a few characteristics and much less record.

Let us be fair as to the talking machine dealer. If you were a customer yourself, what would you do? You would go to a store and find a man, pushing stock in an attractive, suggestive, satisfactory and honest manner of

without records but selected numbers picked especially to bring out the various tone points, and then went into another establishment with the service such as first described? You would buy any time your were well displayed. So why not look over the stock a little at home, if the record up, polish the racket work, pick good records and move machines where they'll be seen. Then try it again and see how much better they will sell, apart from augmenting the reputation of your house.

## PORTLAND AND INDIANA FIRMS JOIN

McDougall Music Co., of Portland, Announces Affiliation With C. G. Conn. Ltd.

Portland, Ore., December 4.—W. A. McDougall, of the McDougall Music Co., exclusive Conn. dealer, announces that the company has become affiliated with C. G. Conn. Ltd. of Hartford, Conn., and that henceforth the firm will be known as the McDougall-Conn. Music Co. of Portland, Me.

McDougall will remain as president and general manager and C. D. Greenfield, president of the Conn. factories, will be the vice president of the new firm.

Mr. Greenfield, who is in Portland last summer, became interested in the business prospects of Portland and it was suggested that the formation of a partnership as a cover might be mutually beneficial, in that it would give the patrons a double guarantee of service. The deal followed. The new firm is located at 129 Third

street, occupying the entire three floors of the building, which has been remodeled to meet the purposes of the business. The main floor of the building contains the Grafonola department and the small goods and sheet music departments. The record demonstration rooms and large and well-designed period demonstration rooms are on the mezzanine floor. The third floor of the building is handsomely equipped as a recital hall, which is in great demand by the music teachers and musical organizations of the city.

## OREGON ASSOCIATION GIVES DANCE

Dance of the Oregon Music Trades Association in the Recital Hall of the McDougall-Conn Music Co. Is Largely Attended

Portland, Ore., December 4.—The Oregon Music Trades Association held a most successful dance recently in the recital hall of the McDougall-Conn Music Co. Music was furnished by "The Gordon Six" orchestra. Those in charge of the affair were C. A. Alphonse, of the Hyatt Talking Machine Co.; J. J. Collins, of the Reed French Piano Co. and Louis Mack, sheet music dealer in the Bush & Lane store. They were assisted by W. A. McDougall, of the McDougall-Conn Music Co.; Frank M. Case, manager of Wiley B. Allen, and William Hooecker, of the Scherling-Lewis Music Co.

## INSTALL UNICO EQUIPMENT

Greenwood Piano Co. Remodels and Enlarges Its Warerooms—Five Demonstration Booths

Yonkers, N. Y., December 6.—The Greenwood Piano Co., talking machine dealer of this city, recently beautified and increased the efficiency of its wareroom through the installation of extensive "Unico" equipments. The equipment consists of two demonstration rooms, to be used for both players and talking machines, and a player sell and record department with "Unico" counters. The entire equipment is finished in ivory and was installed in record time. It is stated that twenty-four hours from the time the order was received by the Unit Construction Co., of Philadelphia, the entire equipment was crated and on its way to this city.

## TIMELY DEALER PUBLICITY

King's Pharmacy, Lewiston, Me., progressive and successful Sonora dealer, is giving publicity to Sonora phonographs through the use

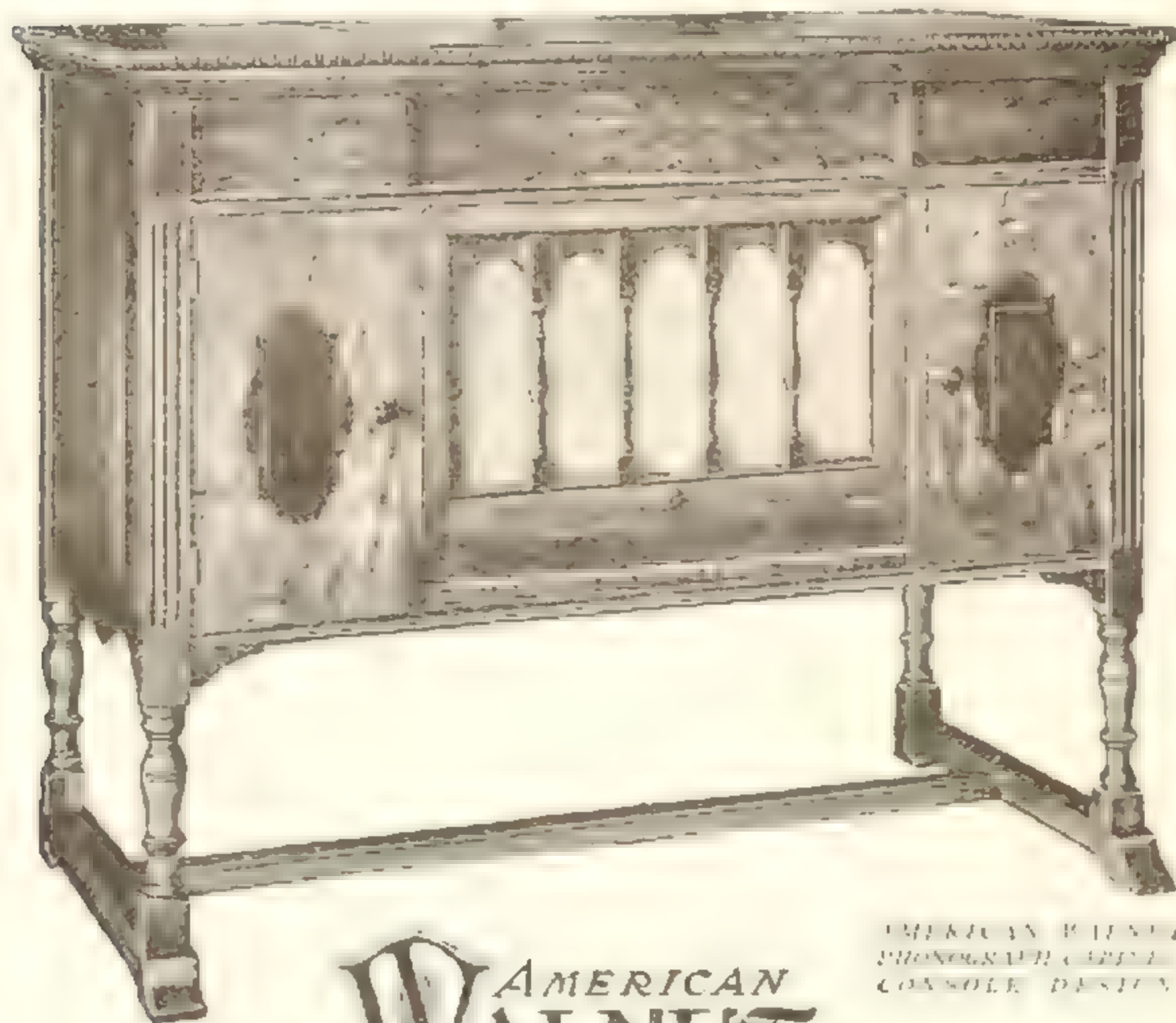


Display of Community Music House

of outdoor signs and fair exhibits. The accompanying illustration shows one of the booths maintained by this dealer at a recent fair, together with one of the outdoor signs that it is using to advantage.

H. J. Kennedy has been made manager of Widener's Grafonola Shop, 351 Main street, Worcester, Mass. Mr. Kennedy has been associated with the company for the past five years and is a progressive personality.

All of our advertising contains this excellent advice—  
"Be Sure Your Walnut is ALL Walnut."



AMERICAN WALNUT  
"The Cabinet-wood Superlative."

AMERICAN WALNUT  
PHONOGRAPH CASES  
CONSOLE DESIGN

## A Well-Made Piece in American Walnut Sells Itself.

The manufacturer who calls upon American Walnut to help him meet competition has enlisted a powerful ally.

Where the "selling points" are plainly revealed it isn't much of a trick to book orders.

We are steadily strengthening the public's taste for American Walnut by our persistent and constantly increasing national campaign of advertising.

It is, naturally, *your* job to give them what they want.

We are looking for MAKERS and DEALERS—and for interested "Brokers & Live" to our SALES MEN. Address the responsible producers of American Walnut Combs and Combs, Inc.

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION  
Room 1022, 615 South Michigan Boulevard  
Chicago, U. S. A.



## SENATORIAL FRIENDS OF THE TRADE

**Music Industry Owes Debt of Gratitude to Senators Frelinghuysen and Edge, From New Jersey, for Elimination of Excise Taxes**

In these days when Senators and Congressmen are so freely criticized for real or fancied shortcomings, members of the music industry, and particularly of the talking machine trade, are keen in their appreciation of the notable services rendered by Senators Frelinghuysen and Edge, of New Jersey, who are directly responsible for introducing and winning support for the amendment to the new Revenue Act exempting musical instruments from excise taxes.

Many factors in and out of the industry played important parts in developing support in Congress for various suggested movements calculated to free the music industry from the excise tax burden. There is no question but that the several months of work on the part of the Music Industries Chamber of Commerce and its allied organizations, the music clubs throughout the country, and the Federation of Women's Clubs had the effect of acquainting Senators and Congressmen with the trade attitude towards the tax and the reasons offered for its elimination.

First there came the support of the Smoot suggestion of a general sales tax and almost as a final thought the amendment introduced by Senator Capper, designed to free certain musical instruments and parts, including pianos, from the excise tax, but leaving it on talking machines.

Then came Senator Frelinghuysen with the support of Senator Edge in introducing the amendment striking out entirely the paragraph providing for excise taxes on musical instruments, rolls and records and freeing the trade from all excise taxes. It is a victory such as few had hoped for, in view of the attitude shown when previous attempts had been made to secure relief.

The actual introduction and putting through of the amendment simply represented the culmination of the work of Senators Edge and Frelinghuysen, who had previously approached the various Senators, particularly those who had shown themselves somewhat hostile to the demands of the music industry, and won these objectors over to the cause.

Those who watched the progress of the tax fight throughout the last five months are prone to admit that the entire music industry owes a distinct debt of gratitude to the Senators from New Jersey for their work in bringing about the complete elimination of the excise tax. It may be that the various other forces helped materially in preparing the way for the final stroke, but it was the two Senators mentioned who actually put over the move.

A number of members of the talking machine trade have already taken it upon themselves to write letters to the Senators thanking them directly for their efforts and such expressions of appreciation are fully in order.

## NEW VICTOR BOOK ON OPERA READY

**The Sixth Edition of "The Victrola Book of the Opera" Is Ready for Distribution**

CAMDEN, N. J., December 8.—The sixth edition of "The Victrola Book of the Opera" is now ready, according to an announcement by the Victor Co.

The new book is larger in size than previous editions and the stories of more than one hundred operas are told in clear, concise English. Victor records are listed at the end of each opera for the convenience of Victrola owners, so that the dramatic development of each opera plot is not interrupted.

Limited quantities of the book will be forwarded to wholesalers in time for the holiday season. The book is designed for general reader interest, as a reference volume for colleges and schools, or for libraries.

The emptiest man and the emptiest store are most talkative.

## BRUNSWICK CONSOLES POPULAR

**Big Demand in Eastern Territory—Manager Strauss Calls Conference of Traveling Representatives to Insure Fair Apportionment of Phonographs and Records to the Trade**

The phonograph division of the Brunswick-Balke-Whendler Co. has been reporting that Brunswick consoles are meeting the needs of the Eastern territory in a most satisfactory manner. The new consoles, announced to the trade in October, 1921, have been well received by the trade in this territory. These new consoles, for Brunswick, have been designed to give the trade a console which will give the trade an equal demand, but which will not be as expensive as the last year's consoles. The consoles, which they carry, are of a new design, with the better class of trade, including a new design of the console, and a new design of the console, which is being offered to the trade in the Eastern territory. The consoles, which they carry, are of a new design, with the better class of trade, including a new design of the console, and a new design of the console, which is being offered to the trade in the Eastern territory.

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## INTRODUCING NEW RADIO MAGNAVOX

W. R. Davis, factory representative of the Magnavox Co., has been looking for a representative in New Jersey and Pennsylvania for the new Radio Magnavox, which the Magnavox Co. introduced to the trade a short time ago. Mr. Davis stated that his representative is a most successful one, as he has secured the best of the new Radio Magnavox, which the Magnavox Co. introduced to the trade a short time ago. Mr. Davis stated that his representative is a most successful one, as he has secured the best of the new Radio Magnavox, which the Magnavox Co. introduced to the trade a short time ago.

## NEW EDISON RESEARCH DEPARTMENT

**School Research Department at the Edison Laboratories Outlines Its Objects and Requests Co-operation of Dealers**

The Edison Research Department at the Edison Laboratories, which is now in the process of being organized, has outlined its objects and requests the co-operation of dealers. The department is now in the process of being organized, and its objects are to conduct research in the field of the Edison Research Department. The department is now in the process of being organized, and its objects are to conduct research in the field of the Edison Research Department. The department is now in the process of being organized, and its objects are to conduct research in the field of the Edison Research Department.

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## NEW BRUNSWICK AGENT IN ORLANDO

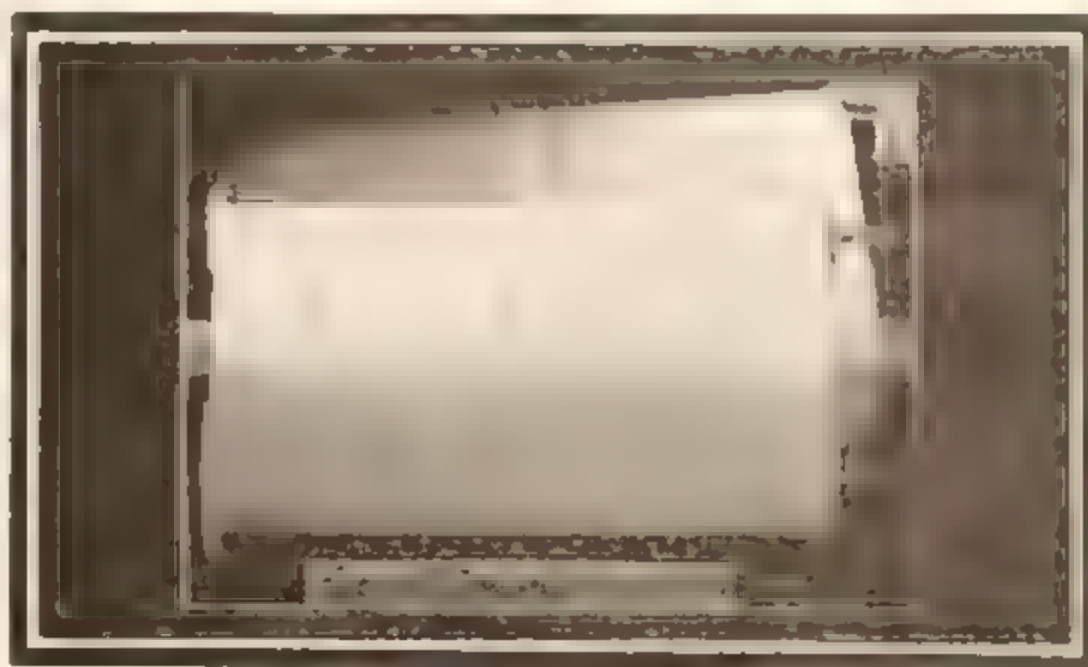
The new Brunswick agent in Orlando, Fla., is now in the process of being organized. The agent is now in the process of being organized, and its objects are to conduct research in the field of the Brunswick agent in Orlando, Fla. The agent is now in the process of being organized, and its objects are to conduct research in the field of the Brunswick agent in Orlando, Fla.

## H. C. SAMPTER BETROTHED

Herbert C. Sampter, associated with the factory of the General Phonograph Corp., at Newark, N. J., and a brother of E. L. Sampter, advertising manager of this company, was betrothed recently to Miss Ruth Loring, of New York City. It is understood that the wedding will take place the latter part of this month. The wedding is expected to be a most successful one.



PHONOGRAPH and PLAYER-PIANO.



IT'S NECESSARY—VERY NECESSARY.

## PRICES REDUCED

MR. MERCHANT, here's your opportunity to place a Record Flasher on every phonograph and gramophone you sell. And your regular customers that love instruments will like it at a great price.

It's the only phonograph that's made at every one. Beautifully finished and guaranteed.

Attractive advertising matter furnished with each unit, price only \$12. In fact, only \$12. In fact, only \$12. In fact, only \$12.

Order your Record Flasher today. It's the only one that's made at every one. Beautifully finished and guaranteed.

### NEW RETAIL PRICES

Nickel Finish, with battery \$3.00  
Gold Finish, with battery 3.75  
Extra batteries .75

Liberal Discounts to Dealers

## STANDARD ACCESSORY CORPORATION

355-57 E. Water Street  
MILWAUKEE, WIS.





## LOOKS LIKE "TALKER" CHRISTMAS IN ST. LOUIS TRADE

Conventional Models Much in Favor, but Consoles Have Quite a Vogue—November Business Exceeded Expectations—Music Merchants' Association to Hold Important Meeting—Budget of News

St. Louis, Mo., December 14.—It is hard to be a talking machine dealer in this city and a console dealer in the same town. There is a good demand for the conventional models, but the trade is strongly inclined to consoles, with indications that this trend will intensify in a year. Whether it will be a passing phase or a permanent change is a matter about which dealers here are not sure. Some say the conventional models are the thing, but others as positively assert that they will hold their own and come long enough after the consoles have had their day. However, that may be, there is no mistake about the fact that the present demand

### Sales of Period Styles Predominating

There is a strong feeling that the heavy sales of expensive period styles will continue during the December sale of a percentage of sales in the retail register of prices, \$150 to \$250, and the accelerated movement of the cheaper run of machines for Christmas delivery. Early ordering for Christmas delivery is not as general as it was last year, because it is pretty well known by this time that there is not likely to be a serious shortage. Some are buying and having the machines put away, but for the most part those who want Christmas delivery are taking their time about purchasing.

### Brunswick Phonograph in Concert

The Brunswick orchestra and the Brunswick vocalists are now at the Edison & Gennett store, which has been making Brunswick records and it played "Just Like a Ramble" in comparison with the record which it had made. The orchestra, formerly of New York, now at St. Louis, also wrote "The Love Bird," and has a very interesting record of it on the piano. The store was very busy and noisy week after week at the New Grand Hotel Theatre, where the

orchestra plays and Red Nichols' "Cry Baby Blues" was played by the orchestra and the Brunswick Stratiand.

### Many Vocation Sales Reported

Manager Chrysler, of the Vocal Co., reports that the retail Vocation sales for November were not ahead of last year. The re-adjustment of prices of the period and conventional models has attracted favorable attention. Manager Chrysler believes that the Vocation line even are the greatest ever given, regardless of the war prices.

### November Business Exceeds Expectations

Manager Fines, of the Grand Leader talking machine department, says the November business exceeded anything that was expected. It was expected to be the best of the preceding November, but it did more than that. The movement was mostly in the lower grades and up to \$100, with the medium grades not doing quite so well. There was a good sale of Victrolas at \$250 and \$300, the new Brunswick Columbias, Stratiands and Queen Annes and Sonora standards.

### Meeting of Music Merchants' Association

The Music Merchants' Association of St. Louis, constituted in considerable part of talking machine dealers, will have a meeting after Christmas to decide whether to go on or quit. Interest has been lagging in late and there is a feeling on the part of some of the members that keeping it going costs too much in time and effort. Others hope that after the Christmas rush there will be a revival of interest in the Association and that its usefulness will not be brought to an end.

### Becomes Manager of Phonograph Shop

Paul Gold, for eight years with the Silverstone Music Co. formerly as field representative in the South, has resigned to become manager of the Phonograph Shop, exclusively Edison-Magnum, Tenn. I. M. Seibels, who has been in the Silverstone retail department, will succeed him in the Southern field. Mr. Gold succeeds D. E. Porter.

### R. V. Johnson Heads Vocation Department

R. V. Johnson has been placed in charge of both the wholesale and retail Vocation departments of the Vocal Co. F. D. Brandt, formerly in charge of the retail department, has been transferred to the piano staff.

### Columbia Happenings

E. M. Morgan, branch manager of the Columbia Co., has just returned from a business trip to Memphis, Paducah and Little Rock, where he reports an increased effort is being made by the dealers there to make a heavy Christmas offering. M. E. Reinowitz dropped into the office to leave an order. He thinks the music from Lichter, Ill., are too slow. Fred P. Wat-

son of the Fred P. Watson Co., Johnston, Ill., also called at the branch office.

Local Columbia dealers recently featured Charles Hackett in their window displays and trading lists. Mr. Hackett sang at the Odium Theatre 2 and 3.

Robins & McLean, Marshfield, Ill., are exhibiting a Columbia machine twenty-five years old, the owner of which has recently purchased a new Gramola but refuses to part with the old one because he says if he ever has any trouble with one machine he can always fall back on the other.

Mr. Stahert, of the St. Charles Music Co., St. Charles, Mo., hired a couple of energetic young men to start a selling truck campaign. One of the young men insisted on to buy a truck, but the other one beat him to it and had an order for one Gramola by the time the truck was on hand. They're out of sight now, but we've got both cars open.

Proctor Bros., Little Rock, Ark., had an unusually attractive Columbia exhibit at a fair in Little Rock recently.

### Individual Style Makes Hit

Miss Merritt, manager of the Sprague, Vandercoot & Berens Talking Machine, says there has been a remarkable response to the announcement of a console model Victrola, built to the firm's order from its own design. It was put out first during the firm's anniversary sale at a low price, but has now been priced at \$275, which is to be the permanent figure.

### Some Personals

W. L. Scott, formerly with the Stout Music Co. at Kaskville, Mo., has been appointed manager of the talking machine department of the Lehman Music Co.

J. H. Bennett, assistant manager of the Brunswick Co., has returned from a business trip to Chicago.

A. F. Odell, of Odell's Inc., Quincy, Ill., was in St. Louis a few days recently.

W. F. Krug, Jr., Edison dealer at Staunton, Ill., spent a few days in St. Louis, part of the time at the establishment of the Silverstone Music Co.

Miss Ruth O'Brien, of the record department of the Pablon, Piano Co., has returned from a trip to New Orleans.

The concert of the Eight Victor Artists here last month was so successful that the Tri-State Victor Dealers' Association, under whose auspices the concert was given, is \$1,000 to the good. Last year there was a deficit of \$500. It is planned to have the artists two nights next year.

J. Ed Black, of Springfield, Mo., has moved into a new store, in which two floors are devoted to talking machines.

The Rodman & Son department store at Olex, Ill., has opened a Vocation department.

The Symphony Shop has been opened at Tenth and Olive streets, selling the Symphony machine and Emerson records. N. D. Giles is the manager.

## WE DO RECORDING

Why not record and sell under your own label? We engage talent and make records for regular releases for commercial purposes, musicians, correspondence schools, orchestras, clubs, or private individuals. Recording for any purpose. Send for rates.

### Phonograph Recording Co.

260 West 42nd Street

New York City

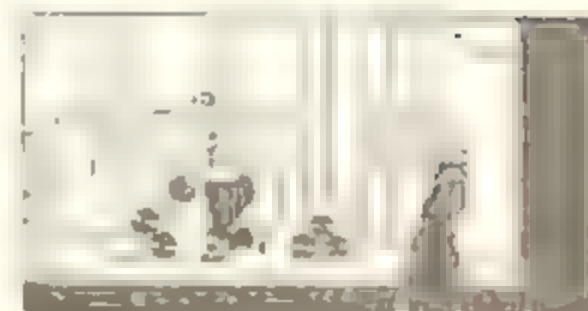
Phone, Bklyn. 6782



THE TALKING MACHINE WORLD SERVICE

*Robert Gordon's Page -*

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



## Making Christmas Shoppers Stop and Buy

**O**N effective way to make a Christmas display that will attract attention is to fill the background of your window with white cheesecloth or flannel and cover the floor with white cotton and imitation snow. At the left set a Christmas tree with the usual ornaments and small electric lights of red, blue and white, to represent the candles. At the right place a cabinet model talking machine, and on it a card lettered in green, red and gold, with the following wording: "The Christmas Gift Supreme—(Name of Machine)—John, Dough & Co." At the topmost point of your Christmas tree arrange a small searchlight so that the light shines continuously. This light should be pointed so that it falls upon the top of the talking machine and illuminates the sign. Such a searchlight can be made by either using a small standard current bulb with a reflector and necessary side pieces, or by merely attaching a small flashlight with the switch fastened down. In this case a new battery would probably have to be supplied three or four times before the display is discarded. The other window lighting should be kept very dim, so that the searchlight effect is not killed by conflicting lights. The dark outlines of the Christmas tree and the talking machine show up very strongly against the white background and give a striking effect. Frame your window all around, close to the glass, with some Christmas rope of holly.

\* \* \*

**T**AKE advantage of the idea of giving records for Christmas by putting in a special window display featuring your gift packages. Across your window at the top set a streamer sign reading: "Dough's Christmas Gift Packages." Below this streamer arrange three large signs of upright shape, No. 1 headed "For the Older Folks," No. 2 "For the Young People," No. 3 headed "Favorites for Everybody." From a local photographer secure three large photographs, one of a grandmother type, one of a young girl about twenty, and one of a middle-aged man. If he cannot supply these of uniform finish and size, he can make reproductions to your order at slight cost. The photograph of the grandmother goes on sign No. 1; the photograph of the girl on sign No. 2; the photograph of the middle-aged man on sign No. 3. Under each is a list of five records you have chosen as most appropriate, including at least one special Christmas record in each assortment. At the bottom, total the price in large figures. At the foot of each sign place a Christmas package of records attractively wrapped and tied with red ribbon. Below this, to balance the streamer sign at the top, is another streamer sign of equal size with this wording: "Give — Records for Christmas."

\* \* \*

**I**F IT is your policy to feature "terms," here is an effective Christmas window that will sell machines: In the center place an attractive sign of horizontal shape of a light green color with gold borders and lettered in red and black with this wording: "Special Christmas terms on all models in this window. Reserve your instrument now and avoid disappointment." In back of this sign, in a semicircle, place as many different models of talking machines as your window will accommodate. Red silk ribbon should lead from the foot of each machine to the sign. At the base of each machine place a Christmas wreath.

\* \* \*

**C**AKE should always be taken that the glass of your show window is in proper condition. It should be washed and polished frequently so that it has a clean, shiny, new appearance. Such an important part does the condition of the show window play that at a recent meeting of the Window Display Men's Association in Milwaukee the matter of proper cleaning was thoroughly discussed and the following method was recommended:

"The inside of the glass should be washed with tepid water applied with chamois, using no soap or powder of any kind. Dry with the chamois and polish with a cheesecloth. The outside requires different treatment, and should be cleaned with the following mixture: One ounce pulverized whiting, one ounce grain alcohol, one ounce liquid ammonia, one pint water.

"Apply with a soft cloth after having removed the surface dirt. When this preparation is allowed to dry, and is then rubbed off with a polishing motion, the surface of the glass will be extremely

brilliant, and will remain so for a longer period of time than if washed in an ordinary way.

"If a glass has become badly scratched, the scratches can be removed by the application of a mixture of white wax and oil of turpentine. This consists of an ounce of white wax dissolved in a pint of pure turpentine. This fills the cracks in the glass and prevents the dirt from lodging in them."

\* \* \*

**A** VERY clever mailing card, making no direct reference to business, but at the same time reminding the community that you are the music center, can be gotten up in the following manner:

On the face side of the postcard reproduce a photograph of either an exterior or interior view of your establishment. Underneath it place a small amount of copy, stating, for example, "Exterior view of John Jones & Co." On the reverse side of the card should appear a space for the address and the following:

"Music lovers gather together at the Opera Comique, Paris, the Metropolitan Opera House, New York, and the Music Shop, Smithville." (Substitute your own name and address in place of The Music Shop and Smithville.)

This little card you will find will increase your prestige as a music center in your locality.

\* \* \*

**I**F you are making any special Christmas offer in your advertising, a very effective way to tie up your window display with your advertising is to reproduce your newspaper ad in the window in large size. Give a proof of your ad. to your local card printer and let him make a reproduction of it about four feet high. Around the edges of the ad. should appear an imitation of the reading matter in a newspaper just as if the ad. had been clipped out of the paper. Whatever records or machines are featured in the advertisement should be placed in the window.

The effect is very striking and helps to connect your store with your advertising.

\* \* \*

**M**OTION never fails to attract the eye. Here's an excellent way to take advantage of this fact. Get your local card writer to make a heavy cardboard hand about 15 by 24 inches, painted in the natural colors. The index finger should point direct to your door. In this card screw two small hooks of the type used to hang up tooth-brushes. On these hooks a sign is hung which can be changed as often as desired. Hang the hand near the front of your window with two black silk threads, one at the wrist and one at the index finger, suspending it from the ceiling. On the changeable card advertise "specials," such as new records, song hits from the show playing in your local theatre, used talking machine bargains, etc. Your salesman can give this large hand a push now and then, and it will keep in motion from six to seven minutes. Like the pendulum of a clock. From the street it is hard to see how the hand is suspended, and what causes it to move. The message on the card is a direct suggestion to the customer and the finger pointing to your door urges immediate action.

\* \* \*

**M**USIC plays its greatest part as a home entertainer between the hours of 7:30 and 11:00 p. m. You should call the public's attention to this fact. A window arranged in the following manner, not only successfully produces the desired result, but also gives an unusual effect:

Make a large clock with a dial of frosted glass or heavy wax paper. It should be printed with figures from 1 to 12, and in all details resemble the face of a clock. Where the name of the manufacturer should appear on the dial of the clock, write in small letters the name of your machine. On a box behind this clock set an electric light which shines through. The sector of the clock's face between 7:30 and 11:00 should be in rosy pink, so that it is as visible in the daytime as it is at night. From this sector there should run a red ribbon to a sign which is lettered as follows:

"This part of the day is music time. Is there music in your home? We sell the best of everything in music."

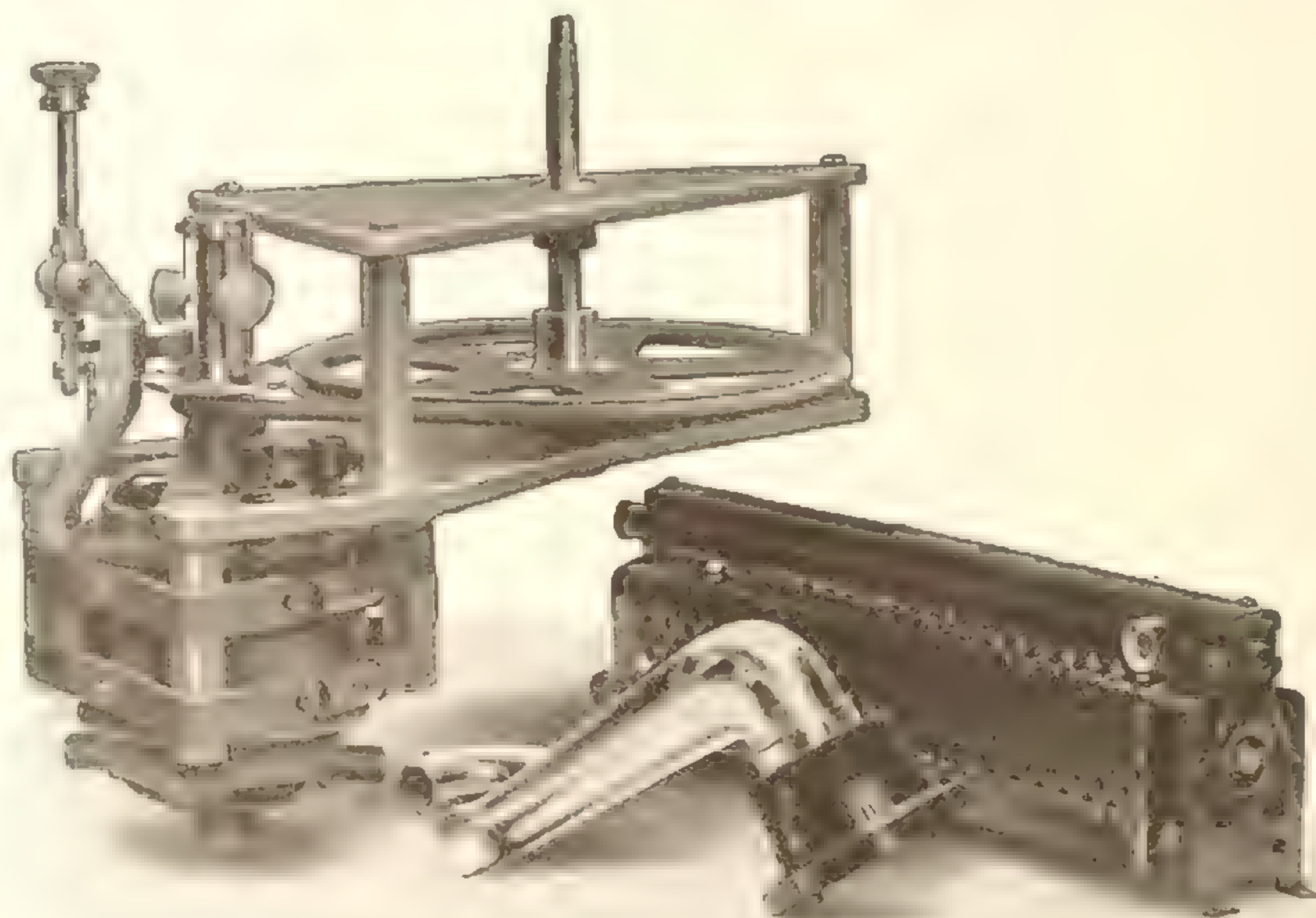
To either side of the clock place a machine opened as if playing. On the floor place two open albums containing records.

**EDITOR'S NOTE**—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.



## *The Last Word in Electric Phonograph Motors*

Make this *your*  
leading line for  
the coming  
s e a s o n



## **The Electromophone**

**Absolutely Silent**

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

---

*The Sole Selling Rights of This Unique Mechanism Are in the Hands of*

**THE STERNO MANUFACTURING CO.**

19 CITY ROAD . . . . . LONDON, E. C., ENGLAND



**The Happy Six are at their happiest in "Na-Jo" and "Jabberwocky," fox trots that will get your customers in both feet. A-3503 will sell fast.**

**Columbia Graphophone Co.  
NEW YORK**



## IMPORTANT CORRESPONDENCE REGARDING VICTOR PRICES

**R. L. Freeman, of the Victor Co., Says That the Repeal of the Excise Tax Should Be Regarded as a Possible Means of Avoiding Increased Prices Rather Than as a Means of Indulging in Reduction**

The New York Talking Machine Co., New York, Victor wholesaler, recently sent out an interesting letter to its dealers, enclosing copies of some correspondence between the company and the Victor Talking Machine Co., relative to the possibility of a reduction in the price of Victor products. This letter to the dealers, which was signed by Arthur D. Gensler, president of the company, is well worth close attention. It reads as follows:

"Each year, about this time, there have been persistent rumors relative to a reduction in the list price of Victor products from which dealers' and jobbers' discounts are figured.

"The effect of these rumors has been disquieting in a measure and it let go unchallenged might result in many of our dealers buying too closely to the line in ordering, allowing them to go into January with an insufficient stock to take care of the active Winter business which we have been taught to look forward to in the first three months of the year.

"This year the law of supply and demand evidently will take care of this problem for us, as we are in the midst of an acute machine shortage at the present time.

"To settle this question the writer wrote Ralph L. Freeman, of the Victor Talking Machine Co., under date of November 15, as per the attached copy, to which we have appended extracts from his reply."

The letter sent by Mr. Gensler to Ralph L. Freeman, of the Victor Talking Machine Co., read:

"Rumors have been very persistent relative to a contemplated reduction in the price of Victor machines after the first of the year.

"We believe publicity given the possibility that the 5 per cent excise tax on musical instruments might be eliminated has caused the dealers immediately to wonder whether or not this would enable the Victor Co. to reduce prices.

"Our organization has steadily maintained that the Victor Co.'s margin of profit has been all too narrow on the present styles of machines and that, even if the repeal of the 5 per cent excise tax were an accomplished fact, it would hardly warrant your cutting the list price of machines from which your jobbers' discounts are figured.

"If you should be able, in a measure, to advise us definitely on this subject we would appreciate it immensely."

In reply to this letter Mr. Freeman sent Mr. Gensler an interesting communication reading, in part, as follows:

"Replying to your letter of November 15, we would say that it is entirely wrong for anyone to assume that the repeal of the excise tax on musical instruments would enable this company to effect a downward revision of its prices.

"Having in mind the very unusual conditions, the Victor Co. has deliberately sacrificed its profits during the readjustment period since the

war, but this has gone on as long as can be permitted. We believe that we are entitled to a reasonable profit from our investment in money and effort in this business and we know that the business cannot be maintained on the basis we

have been operating on during the past year. The repeal of the excise tax has done us to avoid a general upward revision of prices, but, even at that, there will be losses on some increases in our price on certain models to meet actual losses.

"In conclusion we would say that the repeal of the excise tax should be regarded as a possible means of avoiding increases in our prices, rather than as enabling us to contemplate reductions."

## BUFFALO DEALERS OPTIMISTIC ANENT HOLIDAY TRADE

**Talking Machine and Record Business Shows Decided Improvement in Northern New York—Local Association Changes Name—Jobbers Report Progress—Columbia Co.'s Carload Campaign**

Buffalo, N. Y., December 8.—Reports from talking machine men as to indications for holiday business vary. Some dealers express optimism concerning a brisk holiday trade, while others state that it will have to come in with a rush from now on if it is to compare at all with the business of last year.

A traveling representative of one of the big wholesale houses here, who covers territory as far south as Pittsburgh, reports that business is showing a decided improvement, except in the coal and oil districts, which are affected by unemployment. In other districts, he says, business is showing an up-grade tendency.

The record business is picking up decidedly as the holidays draw near. Among the numbers that are making a big hit at the present time are "Walash Blues" and "My Sunny Tennessee." It is expected also that "Mississippi Trade" will score a great success.

### Dealers' Association Changes Name

At a recent meeting arranged by the Talking Machine Dealers' Association of Buffalo more than one hundred Victor dealers and their employees were present. Dealers from Buffalo and towns and cities as far east as Rochester and west to Erie attended the meeting.

The principal business transacted consisted of changing the name of the Association to the Victor Dealers' Association of Western New York. President C. E. Siegemund presided as toastmaster and delivered an address, relating the growth of the Association and some of its outstanding accomplishments during the past seven years. He stressed the value of co-operation. "The history of business," he said, "shows that it passes through a number of cycles. The first of these is the one of 'dog eat dog,' bitter and ruthless competition, the second one of 'each for himself and Satan for the hindmost,' each business man fighting for his own interests solely, and so on down to the present cycle, the one of service to customers and to one another."

One of the chief speakers was J. S. Marldon

add, sales manager for the Victor Talking Machine Co. "Conditions," he said, "are gradually improving." He also pointed out that the man who has goods of quality to sell and who works with determination is bound to get satisfactory results.

Park Willis, head representative of the Victor Co., another of the speakers at the evening, said that in his travels in this section he had noticed a decided improvement in business.

C. N. Andrews, Victor wholesaler, and V. W. Moody, representing the Buffalo Talking Machine Dealers' Association, also wholesalers, both gave an exceedingly optimistic report on the outlook for the holiday trade. Other reports from sales representatives indicated a bright prospect for the future.

A special feature of the dinner which followed the meeting was the appearance of Jack Yellen, Buffalo songwriter, who favored those present with some of his latest hits.

### Brunswick Business Picking Up

Brunswick business is good, H. J. Hermansdorfer, superintendent of the Brunswick branch here, reports. This establishment is crissed with orders for Christmas delivery and has been obliged to increase its working force and work nights and Sundays to fill them. The Brunswick record business here has jumped tremendously during the last year and the future appears bright to us.

### The Columbia "Carload" Campaign

This district is among the leaders in the "Carload" campaign which Columbia is carrying on throughout the country. Most successful sales of this kind have been carried on by the following firms: J. A. Goodstein, Niagara Falls; Swanson Piano Co., Jamestown; G. F. Syster, Batavia; Lewis Music Store, Rochester; Verbeck Musical Sales Co., Buffalo; Mackay Bros., Syracuse; Lang's Hardware Store, Olean, N. Y.

Robert Porter and H. L. Pratt, Columbia executive officials, were recent visitors at the local branch.

**QUALITY — THEN SERVICE — THEN A FAIR PRICE**  
FOR THESE REASONS YOU SHOULD BE USING OUR

**COTTON FLOCKS**

SUPERIOR QUALITY FOR RECORD MANUFACTURE

*Trial Samples Supplied Without Charge*

**CLAREMONT WASTE MFG. CO.**

**CLAREMONT, N. H.**



# WABASH BLUES

*"You can't go wrong with any 'Feist' song"*

**A SNAPPY BIT OF SYNCOPATION**

AS GOOD AS THE FAMOUS

**"WANG WANG BLUES"**

ASK TO HEAR IT

FEATURED BY  
LEADING —  
ORCHESTRAS  
EVERYWHERE

## BUSINESS SHOWS BETTERMENT IN CLEVELAND TERRITORY

Leading Jobbers and Dealers Pleased With Conditions. Both Present and Prospective—Eclipse Musical Co. Opens Service Department—Machine Shortage Possible—New Stores Opened

CLEVELAND, O., December 6.—A philosopher once said something about the proof of the pudding being in the eating thereof. Proof that the talking machine industry in this section is in excellent condition is obtained in the results of November's drive by jobbers and dealers alike. The month has gone ahead of last November in machine sales, indicating that dealers have been doing their holiday business earlier than usual this year. After a study of the situation as it is at present the opinion is offered by H. J. Shattle, general manager of the Cleveland Talking Machine Co., Victor jobber, that a shortage of machines is not unlikely by the beginning of the New Year, if not before Christmas.

### Columbia Dealers Institute Sales Drives

Confidence in the situation is likewise proved by three separate drives being conducted by Columbia dealers in and near Cleveland. The Antel's Music Shop, of this city, and the Tiffin Music Co., Tiffin, and F. J. Wiegand, Barberton, each has taken three carloads of Gramolas, which are being sold now. Indications are that these campaigns will not last a month, as originally planned, since sales at the beginning have exceeded expectations. These events were planned and are aided by Columbia branch officials, including S. S. Larmour, manager; H. C. Cooley, assistant manager, and J. G. Megart, field representative.

Truck parades, with machines taken from the cars; newspaper advertising, music at the stores and other features were employed to arouse public interest. The Antel affair was especially noteworthy. A down band led the parade and Al Johnson, Bert Williams and other Columbia artists were invited to be present. Likewise the enterprise of the Tiffin Music Co. in entering upon such a campaign is noteworthy, inasmuch as it is less than a year old. Carl Abbott, Walter L. Robinson and H. C. Wolf make up the firm.

### Phil H. Dorn Joins Eclipse Staff

Another welcome addition to the Eclipse organization is Phil H. Dorn, who is credited with having one of the largest followings in the talking machine trade in this section. Mr. Dorn is a pioneer in the talking machine world here, having been connected with the industry nearly a quarter of a century. He will have field work to do for the Eclipse, and already has accomplished significant service for dealers, all of whom welcome him back to the trade.

### Kennedy-Schultz Co.'s Granby Drive

The Kennedy-Schultz Co., Granby distributor and Okeh record jobber, has completed two sensational drives for dealers in towns near Cleveland. These affairs marked the entry of

the Granby into the Spear Music Co. at Dover, and the Arbaugh Furniture Co. at Salem. In both instances similar publicity was used, and in both instances also practically the entire population for several miles around turned out to attend. Telegrams were used to announce that "The Granby Family" was coming to town, including "Miss Virginia Granby." At Dover Miss Peggy Gibson was Miss Granby, and at Salem an equally popular girl filled the part. They stood on certain corners, masked and garbed in Colonial costume, and the people were invited to guess their true identity. Leaders among those who guessed correctly won substantial prizes offered by the Spear and Arbaugh firms. At Dover a parade of floats in which local merchants participated, was held, and the Spear float, representing the Granby trademark, won third prize. The Arbaugh event was linked with a dinner dance given by the Elks, and the Salem Miss Granby created a stir, with few guessers as to who she really was.

### A Unique Service Department

A unique service department for dealers has been organized by Edward B. Lyons, general manager of the Eclipse Musical Co. Victor job-



Mrs. Rae P. Lute

ber, with Mrs. Rae P. Lute in charge. Mrs. Lute has had twelve years' Victor merchandising experience. The new work will supplement the work accomplished by dealers who send their sales folk to the Red Seal School of Salesmanship of the Victor factory. All business-building principles that are needed by a dealer will be installed and developed by Mrs. Lute. Her services will be available to all dealers desiring such improvement to their business,

and she will remain as long as necessary in any one establishment to accomplish this end, explains Manager Lyons.

### Victor Dealer Re-enters Business

Another new Victor dealer, or rather an old dealer returned to the fold, has opened here in the Collister & Sayle Co. One large window will be given over to talking machine displays only. Booths are in the forefront of the main floor, equipped with especially fine furniture and lamps. Ernie Rezeau will be general manager, and Miss Addie Snyder has been placed in charge of the department.

### Randolph House of Good Music Moves

The Randolph House of Good Music has just completed its formal opening in its new home at St. Clair and Parkwood, the third in three years this firm has occupied in the same section of town. A new two-story building is given entirely over to music merchandising. One big feature is a 104 foot window display, said to be the largest given to any one line hereabouts. Almost the entire first floor is given over to talking machine displays and demonstrations, with two rest rooms near the front.

### L. Meier & Sons Co. Opens New Store

Another new store makes its official bow to West Side folk in the Denison-West Twenty-fifth street store of the L. Meier & Sons Co. This is the second enterprise of this firm. A third store will be opened at Lorain-West Ninety-seventh street, for which a formal opening is planned early in the new year. About 15,000 persons were reached for this opening through the distribution of tickets at the stores, and from the giant Victrola mounted on a truck these tickets entitling a lucky holder to a large talking machine as prize. Flowers, cigars, Victor dogs, balloons and other souvenirs were distributed. Much direct-by-mail advertising was used as well as daily newspapers. The event lasted three days, during which artists of local fame and an orchestra played nearly all the time. Many members of the trade sent floral offerings, and prominent members of the trade attended, including Edward B. Lyons and P. J. Towell, of the Eclipse Musical Co.; H. J. Shattle, W. F. Sayle and Miss Grazella Pulver, of the Cleveland Talking Machine Co.; F. C. Erdman, special Victor representative, and others.

The original Meier establishment, Clark-West Forty-fourth street, has the distinction of being one of the handsomest retail stores of any kind in the country. The two new stores are patterned much after the manner of the first, though smaller. Some of the musical features, originated by Louis Meier himself, are booths with marble wainscoting, equipped with electric fans and flower vases and plate glass sides set in putty, which insure added sound-proof qualities.

### Victor Artist Draws Large Gathering

Edward Johnson, Victor artist appearing in person here, drew the largest gathering so far this season of talking machine interests at a special meeting in the Hotel Statler. The event

See Advertisement on page 153

TRADE MARK  
**DISC-O-GAMES**  
PAT. APPLIED FOR.



was arranged by Cleveland Talking Machine Co. officials. Mr. Johnson exceeded his previous remarks in his talk on the artist and record making, and the value of this knowledge to the dealer and record seller in closing business. Miss Grazella Pulver, publicity director of the company, was chairman of the meeting.

#### Long-distance Shipment From Cleveland

What is believed to be the longest distance a talking machine has traveled from Cleveland is a special Columbia, in a trunk, which has been



#### Columbia Shipment to Japan

sent to Japan. The order was received from Nogi Junzo Shirai, former Cleveland lad, and now of Tokio. Mr. Shirai used to be associated with George Krausnick, manager of the record department of the Cleveland branch of the Columbia, which may account in part for the order coming here.

#### Indications Point to Machine Shortage

That the predicted shortage in machines may be closer at hand than some suspect is shown by the accumulation of orders for Brunswicks in the local branch of the Brunswick-Balke-Collender Co., and the need for speedy delivery now so that dealers may have sufficient stock to meet their Christmas demand. Present distribution will be augmented, however, in the opinion of V. K. Henry, talking machine department manager in this territory, with the arrival of the Queen Anne and Colonial models.

#### Furnishes Granby for Theatre

Unique use of a phonograph has been accomplished by the Alhambra Music Shop in the installation of a Granby instrument on the stage of the Loew Park Theatre during an "All Jazz Week" inaugurated by Maurice Spitalny, orchestra director. The instrument played during the intermission of picture exhibitions.

#### The Hoover-Bond Co. Christmas Drive

The Christmas campaign of the Hoover-Bond Co., which has three establishments in Tiffin, Lima and Ashtabula, all in Ohio, has been promulgated by H. C. Cooley, assistant branch manager of the Columbia in this territory, and a corps of expert sales promoters from the local office.

One of the unique sales of the period has just been completed by E. A. Friedlander, talking machine department manager of the Bailey Co., in the purchase of 126 cases of records, said to amount to 30,000 pieces, which were sold in less than a week, although it was expected this event would last twice that length of time. The records were sold at a markedly low price, which accounted for the quick absorption. Several stands throughout the store were erected to conduct the sale.

#### Phonograph Co.'s Tone Tests a Success

The Phonograph Co., Edison distributor, has completed the largest series of tone tests ever conducted in this territory. Close to fifty dealers in the district participated in this move. Artists who appeared at the different establishments or at the hall where the dealers conducted the tests included Willard Osborne, George Wilton Ballard, Sybil Sanderson Fagin,

Collins and Harlan. The bookings were made by E. S. Hirschberger, advertising manager of the Phonograph Co.

#### Cleveland Co. Organizes Sales Help

With the dance season approaching its height, a plan that is welcomed by dealers who wish to cash in on the maximum business for dance records is being developed by the Cleveland Talking Machine Co. New hangers, in which the dance records are listed, without being dated, have been prepared. The innovation is designed to aid dealers in disposing of old dance numbers as well as new ones, points out Miss Grazella Pulver, educational director, and a considerable gain in this branch of the business already is reported by dealers.

Another dealer aid by the Cleveland Co. is the preparation of a bulletin of educational records, designed to assist the teacher in making selections for her school work. Every possible use of records for school work is included in this bulletin.

The presentation of "Over the Hill," motion picture, was timed in Cleveland with the arrival

of the record of that name in this territory. Through the effort of the Cleveland Talking Machine Co. motion picture exhibitors invited dealers to attend the preliminary showing of the picture here. The story learned by the dealers offered an asset to greater record distribution and dealers, in return for the courtesy of exhibitors, informed the public in window displays that the pictures were being shown at Loew theatres.

#### Cheney Concern Perfects Service

Virtually perfect service for dealers in its territory has been created by the Cheney Phonograph Sales Co., and through this medium both machine and record distribution will be kept up until the holiday demand is over. In order to insure such good service President George R. Madison, of the Cheney company, does not contemplate adding new clients until after the first of the year.

Salesmanship is the art of getting people to buy what they want, even if they don't know they want it.



Here are the Tonepen display box and the display cards supplied free of charge to dealers.

## Join the Army of TONEPEN Dealers

A large number of dealers are now selling TONEPENS because they are better than ordinary phonograph needles. A TONEPEN plays loud, soft and medium. Our TONEPEN is good for at least one hundred records without removing it from the reproducer.

As soon as a prospect hears the results obtained with the marvelous TONEPEN he buys a set of three for fifteen cents—the retail price.

#### Display Cases and Cards

Every dealer who orders a gross of TONEPENS receives free of charge the TONEPEN display box and four of the attractive display cards shown on this page.

#### Attractive Dealer Offer

TONEPENS are sold at such a liberal discount to the trade that it pays to handle them.

Write today for our attractive dealer offer. Let us send you a gross of TONEPENS with the free display box and the free display cards.

#### Fifty Sample Cards FREE

With every initial order we give 50 cards (three Tonepens to each card) FREE for distribution as samples.

TONEPENS are guaranteed. If any dealer or user finds that TONEPENS do not live up to our claims we will refund his money. No dealer runs any risk in stocking up with TONEPENS.

## THE TONEPEN CO.

217A Center Street

New York





## For the Children

THE ARTO CO.

Has Just Issued a Special

Christmas Record

Catalog No. 3089

## "SANTA CLAUS' ARRIVAL"

— AND —

## "SANTA CLAUS DISTRIBUTES THE TOYS"

### Descriptive Christmas Stories

The ARTO Co. has just issued the well known record of the experiences of Santa Claus and his helpers on Christmas Eve. The record is a special Christmas record, and is a most interesting and instructive story for the children. It is a record of the adventures of Santa Claus and his helpers on Christmas Eve. The record is a most interesting and instructive story for the children. It is a record of the adventures of Santa Claus and his helpers on Christmas Eve.

The Christmas story is a most interesting and instructive story for the children. It is a record of the adventures of Santa Claus and his helpers on Christmas Eve. The record is a most interesting and instructive story for the children. It is a record of the adventures of Santa Claus and his helpers on Christmas Eve.

### Operatic Arias

Sung in Italian

JOHN RIGOLINI "Caro Nome" by Verdi  
Soprano, with piano accompaniment by Leo  
Rigolini. Recorded at the ARTO Co. Studio.

JOHN RIGOLINI "Caro Nome" by Verdi  
Soprano, with piano accompaniment by Leo  
Rigolini. Recorded at the ARTO Co. Studio.

Placed on the ARTO Co. record  
of the Christmas story.

## THE ARTO CO.

New York Office:

1658 BROADWAY

Factory Orange, N. J.

### LIST OF ARTO JOBBERS

CROWN MUSIC CO., New York City  
ARTO DISTRIBUTING CO., New York City  
THE MORRIS MUSIC PUB. CO., Philadelphia, Pa.  
CONSOLIDATED TALKING MACHINE CO., Chicago, Ill.  
SERVILE JOBBING CO., Atlanta, Ga.



### VICTOR TRAVELING STAFF TO MEET

Reunion During the Holidays at Camden—To Hold Important Conferences

CAMDEN, N. J., December 10—Plans have been consummated whereby the entire staff of the traveling department of the Victor Talking Machine Co. will visit headquarters at Camden during the holiday week, immediately following Christmas Day. During this week various conferences will be held regarding the plans and work to be accomplished during 1922, and the traveling organization will also have an opportunity to establish a personal contact with the new head of the Victor traveling department, Frank K. Delbecq, whose return to the talking machine industry was reported in detail in The World several months ago.

### AN EXCELLENT HOLIDAY FOLDER

Talking Machine Department of James McCreery & Co., New York, Features Victrola for Christmas in a Most Effective Manner

An unusually fine folder featuring Victrolas for Christmas has been issued by the talking machine department of James McCreery & Co., New York, and affords an excellent idea of the solidarity that may be shown by dealers in preparing sales literature. Five of the most popular Victrola models are listed in the folder, which is of convenient size for mailing in the ordinary envelope. Prices and terms are quoted in connection with each instrument.

The folder is finished with a background of tan, with the machines also printed in light tan ink against a field of red and black. Holly, snow and typically Christmas decorations serve to add to the attractiveness of the folder.

### HOFFAY PHONOGRAPH CO. MOVES

Talking Machine Manufacturer Now Located at 160 Pearl Street, New York

The Hoffay Phonograph Co., manufacturer of the Hoffay phonograph and an eight tone arm, as well as a sound box marketed under the trade name "Resurrection," moved early this month from 89 Fourth Avenue, New York, to 160 Pearl Street.

The Hoffay Phonograph Co. was recently granted additional patents covering the manufacture of the "Resurrection." Parts of the new product have been simplified and the manufacturer also states that the sound box gives increased volume as well as a good quality.

### PEERLESS DE LUXE MUCH ADMIRER

The Peerless Music Co., which announced early last month a new record album made particularly for Christmas, trade to be known as the "Peerless de Luxe," states the new product is being received in trade circles with much favor. Several letters have been received by Phil Davis, president of the company, in which retailers stated that it was the most timely offering received by the trade in many months.

The "Peerless de Luxe" is made primarily to be given as a gift to record enthusiasts or to owners of talking machines who place unusual value on their record collections. It is a quality product throughout, beautifully bound in two-tone Spanish mission, the inside covers of which are lined with genuine moire silk with the metal bindings of gold plate. The covers are gold finished, level edged and the leaves are excellent quality satin finish envelope stock.

### ANNOUNCES PRICE ADJUSTMENT

The Fulton Talking Machine Co., New York, manufacturer of popular-priced table model talking machines, phonograph, parts and accessories, recently announced a reduction in price on its talking machines. S. Davidson, of the company, states that the demand for popular priced table machines is on the increase.

### MURRAY RESIGNS FROM PATHE CO.

Will Relinquish Post as Assistant to President of That Company on January 1

It became known last week that C. H. Murray has resigned his position as assistant to the president of the Pathe Freres Phonograph Co., of Brooklyn, N. Y., the resignation to become effective the first of the year. Mr. Murray has been connected with the Pathe Freres Phonograph Co. in various important capacities for the



C. H. Murray

past three years. He joined the organization as advertising manager. His exceptional executive ability was early recognized and well appreciated, which resulted in his appointment as assistant to the president, W. W. Chase. In this capacity Mr. Murray not only assisted the chief executive in his affairs, but also directed the sales of the organization. Mr. Murray has not as yet announced his future plans.

F. W. Waldmeyer, for several years credit manager of the Pathe Freres Phonograph Co., has also resigned and sailed for Europe on the "Olympic" on December 10.

### INTRODUCING NEW HOME GAME

The Western Envelope Corp., 65 Hope Street, Brooklyn, N. Y., recently announced a new game for home use to be used in connection with the turntable or talking machines. It is called the "Discographies," made of heavy card board stock resembling a record sleeve and, indeed, a form of record can be played upon it. In addition the device can be used to tell fortunes, act as a ouija board and carry out interesting mathematical and spelling problems by its unique arrangement.

J. M. Alper, president of the Western Envelope Corp., in speaking of the possibilities of the new product, said: "Prior to our acceptance of the manufacture of this product for which we hold the exclusive rights, samples were placed before the trade and invariably aroused unusual enthusiasm, all of which encouraged our desire to accept the new game as a manufacturing and sales proposition."

It is not how high you climb that counts, but how long you keep climbing.

### THE BROOKS INBUILT AUTOMATIC REPEATING PHONOGRAPH



The most wonderful Talking Machine on the market. All but human, will play any part or all of any record from one to eight times. Set the dial and have music throughout the meal or during the dance. It is justly termed the "wonder" instrument, exquisite in cabinet design and marvelous in tone. Send for dealers' list.

**BROOKS MFG. CO.**  
Saginaw Mich.



# GLEANINGS *from the* WORLD *of* MUSIC

## DEALERS INTERESTED IN SHEET MUSIC DEPARTMENTS

Some of the Factors That Must Be Reckoned With in Establishing and Conducting the Sheet Music Department Successfully—Should Put Trained Clerks in Charge of Work

In response to some recent articles appearing in this department as to the profitableness and advisability of operating popular sheet music departments or racks, the writer has received numerous inquiries from retailers requesting advice as to the feasibility of opening complete sheet music departments in talking machine stores.

Of course this question is not one that could be readily answered in a short letter, and indeed, to do justice to both the inquirer and the goods spoken of, it would be necessary to have data regarding the dealer's location, present competition from dealers handling such a class of merchandise, something of the musical taste of the locality and such other information containing pertinent facts. In many cases it would not be well to make an authoritative announcement of the merits or demerits of such an addition to a going business without having first-hand knowledge of the situation.

Naturally, a complete sheet music department has its advantages and attractions, and in numerous instances it has become an important adjunct to the talking machine store.

One thing we would advise, however, is that no talking machine dealer attempt to operate such a department under his own personal direction, or at least only in rare instances where previous experience has given the necessary qualifications. The problems are many, the details voluminous, and the responsibility great.

The proprietor's energies now applied to the strictly talking machine departments in many instances to his disadvantage and financial loss.

That has been the reason we have explained where a dealer felt it necessary to add to his sales income, the opening of popular music departments or racks only, generally confining the stock to fifty or sixty of the best titles of the current season, for in this manner no additional energy is required to run the department. The turnover is quick and the investment is small. Also, the depleted stocks can be replenished overnight from one central source.

A talking machine dealer, therefore, who would enlarge on his sheet music sales and stock standard music would do well to engage the services of a young man or girl equipped with the necessary qualifications for the efficient and successful handling of such goods—one who can shoulder the details connected with such a line. Buy, show and sell the goods, and, as one might say, "speak the language" and know the problems of those interested in such works, which include teachers and pupils of all classes, of musical instruments.

There is one exception to the above and that is the stocking only of standard titles that are almost universally known. A stock of such goods can now be selected without involving the store in a financial problem, as by an arrange-

ment with a publisher, who will supply the goods on consignment, and the dealer can sell them at a profit without the usual risks of a department. This is a very practical method of handling sheet music, and one that is being adopted by many dealers. It allows the dealer to keep a small stock of the most popular titles, and to replenish it as needed without the expense of a full department. This is a very attractive feature for the dealer, as it allows him to offer a wide selection of music without the usual risks of a department. This is a very practical method of handling sheet music, and one that is being adopted by many dealers.

## "GOOD MORNING, DEARIE," A HIT

New Dillingham Show Full of Good Music Composed by Jerome Kern

"Good Morning, Dearie," a new musical comedy produced by Charles Dillingham with the book and lyrics by Anne Caldwell and music by Jerome Kern, recently opened at the Globe Theatre, New York City. According to the reviews on the metropolitan dailies, it will forestall the entry of any other show in the globe. These are for many months. Its initial reception was very enthusiastic and the show is already going on for extensive engagements. Among the songs which, without doubt, will have popularity are "Kathleen," "Blue Danube Polka," and "Isn't You Beloved?" F. B. Harris has composed the score.

William Boosey, manager of Chappell & Co., London, England, arrived recently in New York City. He is a well-known figure in New York and is expected to bring with him a number of new musical compositions.

The Most Talked-About Song since "MISSOURI WALTZ"

# "MISSISSIPPI CRADLE"



Rock me in my Mis-sis-sip-pi Cra-dle



Let me look in to my mam-mys eyes

FORSTER  
MUSIC PUBLISHER INC.  
235 SOUTH WABASH AVE.  
CHICAGO, ILL.

Published by the publisher of "MISSOURI WALTZ," NAUGHTY WALTZ, SWEET AND LOW, KISS A MISS



FOUR HITS from the GREATEST MUSICAL SHOW EVER PRODUCED

## IRVING BERLIN'S "MUSIC BOX REVUE"

"SAY IT WITH MUSIC"

"THEY CALL IT DANCING"

"EVERYBODY STEP"

"THE SCHOOLHOUSE BLUES"

FOUR HITS FROM THIS SEASON'S MOST ACTIVE CATALOG

"GRANNY"

YOU'RE MY MAMMY'S MAMMY

"DELIA"

"BOW WOW BLUES"

"JUST A LITTLE LOVE SONG"

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK

## THE EVOLUTION OF THE "BLUES"

Perry Bradford Tells of His Efforts to Popularize This Much Favored Music in Days Agone

Perry Bradford, head of Perry Bradford, Inc., who has had unusual success as a publisher of jazz and "Blues" songs, and who has been the personal representative of several colored talking machine record artists, recently said: "Blues originated from old darky folklore in slavery time. It, therefore, becomes natural for colored people to sing and play 'blues' numbers and, indeed, with the present-day success of such compositions they have become quite the vogue in other circles."

Mr. Bradford, in speaking of his endeavors to originally introduce such works, said that he had "walked out several pairs of shoes trying to show the publishers the value of 'blues' until Fred Hager, the recording manager of the General Phonograph Corp., made a test of a Bradford number, with Mamie Smith singing, 'You Can't Keep a Good Man Down'."

Mr. Bradford states that practically every phonograph company has a colored artist singing "blues" and the catalog of "blue" numbers had been quite remunerative from a sales point.

You can never ride on the wave that came in and went out yesterday.

## "TUCK ME TO SLEEP" POPULAR

Suggested That a Special Week's Campaign Be Carried Out on That Number

The Irving Berlin, Inc. number, "Tuck Me to Sleep" (In My Old Tucky Home) has achieved national prominence in a very short time. Hundreds of vaudiville acts now include it in their programs, and dance orchestras in all parts of the country feature it widely.

Dealers throughout the country have found a very active demand for this number and the sales are increasing at a rapid rate. This has led to suggestions being forwarded to the sales department of the publisher from many parts of the country encouraging a national campaign, with an intensive drive over a week's period, similar to the campaigns on "My Mammy" and "All by Myself." This is being given consideration.

## LAMONT WITH SAM FOX

Sam Fox, president of the Sam Fox Pub. Co., Cleveland, O., who recently toured Pacific Coast territory, announces the appointment of Carl Lamont as Pacific Coast representative of his company. Mr. Lamont will be located permanently in San Francisco and will care for the Fox interests West of Salt Lake City.

## FEIST GETS "STEALING"

New York Publisher Buys Song and Instrumental Rights of New Number

"Stealing," the song and instrumental success that has had some unusual popularity in New England territory and which was published by the Orpheum Music Co., Boston, Mass., was purchased early this week by Leo Feist, Inc.

The number has shown up so well that several of the large New York publishers became interested in it and the Orpheum Co. received a series of offers for the publishing rights.

Leo Feist, Inc., will immediately start a national advertising campaign on the number and just as soon as new copies are issued the various Feist representatives throughout the country will exploit the song in their territories. Orchestras have been forwarded dance orchestrations.

## PLANNING FIGHT ON JAZZ

CHICAGO, Ill., December 3.—Enemies of "jazz" lined up at the Evanston Women's Club when Mary Ross Potter, dean of the women at Northwestern University; Mrs. Anna Oberndorfer, chairman of the music committee of the General Federation of Women's Clubs of America, and others lined up against the popular rhythms. They plan their first move against the theatres.

**"PRESENTED BY THE ORIGINATOR"**

# FRANKIE

**DON'T BE LED ASTRAY**

**FOX-TROT**  
WRITTEN AND PUBLISHED BY  
**JACK SNYDER**  
435 BROADWAY NEW YORK

SINGLE, DOUBLE, QUARTETTE, & COMEDY VERSION. NOW READY




I don't have to worry my mind Because I'm no one's fool

# NO ONE'S FOOL

THE BIG VAUDEVILLE HIT

ASK TO HEAR IT!



## ERNEST BALL ON LONG TOUR

Popular Songwriter Appearing in Leading Vaudeville Houses This Season

Here is a characteristic pose of that popular composer-entertainer Ernest R. Ball, taken just prior to starting out on his tour of the leading vaudeville houses of the country as a "single."

In anticipation of an unusually successful sea-



Ernest Ball

son with the Ball numbers his publishers are showing some exceptionally attractive streamers and posters for the dealers' window displays, which are being featured in music shops wherever Mr. Ball's itinerary carries him. In addition, M. Witmark & Sons have also issued a new catalog featuring Ball's ballad successes exclusively, and dealers will find this little booklet a boost to sales.

Mr. Ball is singing and featuring his latest songs on this vaudeville tour, including "I'll Forget You," "Laddie Buck of Mine," "Time After Time," "Let the Rest of the World Go By," "Down the Trail to Home, Sweet Home," "Mother of Pearl," and, of course, his medley of famous past successes, including "Mother Macree," "When Irish Eyes Are Smiling," "Till the Sands of the Desert Grow Cold," etc.

## THE TYPICAL AMERICAN BLUES

Val and Ernie Stanton, headliners appearing on the Keith circuit in Eastern territory, have recently been singing what they describe as the typical American Blues. The number in question is known as "The Eddie Leonard Blues," a blues melody deftly constructed around one of Eddie Leonard's most successful songs, "Ida." The Edward B. Marks Music Co. is the publisher of this much talked of number.

## KEITH BARS SLANG IN SONGS

Vaudeville Heads Issue Orders Barring Such Expressions From the Keith Stages

According to a general order sent from the Keith offices to all Keith, Moss and Proctor houses, vaudeville artists are, in the future, to be barred from using current slang phrases in songs or lines. This will include "That's the Cat's Meow," "Hot Dog," "Hot Cat," "Cat's Pajamas," etc.

There are at present several songs of this type that have had more or less popularity. The publishers, of course, only issue such novelties to meet a demand and they will look with favor on the restriction of such numbers and assist in eliminating them. The publishers, after all, favor songs of a more permanent character. Most novelties are issued by their writers at the special instigation of vaudeville artists, who claim they require special material. Of course, after a number of the writing staff has contributed such works and they attain a certain amount of popularity, it behooves the publisher to issue them and rush in on the demand.

This new order will force the vaudeville artists to sing ballads, melody songs and other works which will result in worthy numbers getting a better "plug."

During the past season there have been many vaudeville artists who felt it necessary to have special material and invariably this is never of as high a character as the regular works of a

publisher's catalog. If the Keith order is successfully carried out it will, in the long run, mean bigger sales for the publishers. The trade certainly will welcome this move on the part of the Keith offices.

## MUSICAL TRIBUTE TO CARUSO

Signor Tirindelli Writes New Orchestral Composition Called "Elegie"

In memory of his friend, Enrico Caruso, Signor Pier Adolfo Tirindelli has written an orchestral composition which he has called simply "Elegie." This was played for the first time in public at a concert given by the orchestra of the Cincinnati Conservatory of Music in the conservatory concert hall November 10. Signor Tirindelli traveled with Caruso in Italy and was associated with him at Covent Garden for five years.

## "SUZETTE" A NEW MUSICAL SHOW

"Suzette," a new musical production, opened in Stamford, Conn., on Friday evening of last week, and is slated to open at the Princess Theatre, New York, at an early date. Edward B. Perkins is the producer, by special arrangements with F. Ray Comstock. Ray Dixon is responsible for the book and lyrics and the music is by Arthur H. Gutman. Among the songs are "Dream of Tomorrow," "Gypsy Rose," "Honey Love Moon" and "Sweetheart Mine." Leo Feist, Inc., publishes the score.

# HITS— NOTHING BUT —HITS MY JUNE LOVE

By SPENCER WILLIAMS

The Hit of the "Put and Take" Show, Broadway's Fastest Musical Comedy  
ALLAN DALE says— "It's a wonderful tune."

## NERVOUS BLUES

By the Writer of Crazy Blues  
Sung by Edith Wilson  
Played by the Original Jazz Hounds  
Columbia Record No. a-3470

## VAMPIN' LIZA JANE

Sung by Edith Wilson  
Played by the Original Jazz Hounds  
Columbia Record No. b-3470

## FRANKIE BLUES

A Real Fox-trot Blues  
Sung by Edith Wilson and  
Played by the Original Jazz Hounds  
Columbia Record No. a-3506

## OLD TIME BLUES

"Variety" says: "This was the greatest finale of any show ever played on Broadway."  
Sung by Edith Wilson and  
Played by the Original Jazz Hounds  
Columbia Record No. b-3506

# BUGLE BLUES

That Great Sensational Blues

Note:—We also publish "Crazy Blues," "It's Right Here for You," "If You Don't Want Me" and "I Need Some Lovin' Blues."

PERRY BRADFORD, Inc., 1547 Broadway, New York



## INVESTIGATING ALLEGED GRAFT

Music Publishers' Protective Association Looking Into Tactics Adopted by Some Orchestra Leaders for "Nicking" Publishers

The Music Publishers' Protective Association, which has been successful in eliminating many evils from the publishing field, is giving much serious consideration to what is termed "graft" by orchestra leaders. This development has resulted from the fact that some of the largest orchestra leaders had from time to time made special arrangements of numbers for publishers for the which usually they were insured in advance. More recently, however, the smaller orchestra leaders have attempted, under the guise of making a special arrangement, to extort money from publishers for rendering popular numbers.

Not only has this situation developed into a form of graft for which there is no return, but the special arrangements made by hundreds of orchestra leaders inevitably do an injustice to the melody of the song. Much complaint has been made in recent months that the orchestras fail to render melodies in their original form, in fact, often the whole frame of a number is distorted.

Graft is bad enough, but to have to pay fees for the use of a composition is hardly to be

countenanced. Action on the part of the Music Publishers' Protective Association will, undoubtedly, be welcomed.

## NEW SONG BY CLAY SMITH

Witmark & Sons Announce New Concert Number by This Composer

Clay Smith, who wrote the song, "Sorter Miss You," has produced what is looked upon as the logical successor of that number, which is entitled "Seem to See You." It is a particularly appealing and melodious number and is rendered effectively with a simple violin obbligato. It was introduced at the recent recital by Edna Swanson at Haar, when it received a warm welcome. "Sorter Miss You" is a big favorite on concert and Chautauqua stages. M. Witmark & Sons publish both numbers.

## NEW CADDIGAN AND STORY SONG

The Edward B. Marks Music Co. has secured the Caddigan and Story song, "Wait Till You See Me on Sunday." These are the writers of "Little Blue Diamonds" and other well-known successes. The number has already made a distinct impression in professional circles.

To make your stock pay bigger dividend—put more interest in it.

## MUSIC HELPS MILLINERY TRADE

Retail Millinery Association Officially Endorses Use of Talking Machine in Stores to Increase the Volume of Business—Acts as Stimulator

It is now reported that talking machines are being installed in millinery stores for the purpose of putting customers in the proper frame of mind to decide upon creations that will put increased profits in the pocketbooks of the store proprietors. It may be, too, that if the husband of the fair patron accompanies her the music may serve to put him in a frame of mind to produce the necessary cash for the hat without undue argument.

Women's Wear recently reproduced and commented upon a bulletin sent out to members of the Retail Millinery Association suggesting the use of music in selling hats to women. The bulletin read: "The use of music, as an aid in selling hats to women, a plan now used by a New England member of the Retail Millinery Association of America, has been recommended to other members of the Association. On the business manager's page of the Association bulletin to members J. R. Bolton points out that a pleasant frame of mind may be created by good music, which will induce customers to purchase."

In the editorial the paper said: "It was raining. All day it had been either misting or raining and by three o'clock it was about as gloomy a day as one could imagine. One of our members dropped in to see me from one of the biggest and best of the New England cities. He said, 'How are you?' I said, 'As well as possible under the circumstances.' He said, 'What circumstances?' I said, 'The weather.'

"Then he said, 'Where's your phonograph?' and I said it was home where it belonged. 'No,' said he, 'I mean the phonograph for your office.' I thought he was joking, but he was dead in earnest and he told me something so interesting and so fraught with real value that I asked his permission to pass it along to our other members.

"He said that since he had installed a phonograph in his millinery salerooms his sales had gone up 25 per cent, and he attributed it to the music that it provided—not so much for his customers but to his customers before they became such.

"For instance, a woman comes into his store with a friend. The intending purchaser has her mind upon securing a hat with the friend's mind open to suggestion. As they enter the strains of a really good selection fall upon their ears. They cannot help hearing it. One says to the other, 'That's pretty, what is it?' The saleswoman, hearing the question, courteously names the selection. They listen a moment, then it occurs to the visitor that she came in to buy a hat and she sets about it.

"But a pleasant and agreeable train of thought has been started in her mind. She is a bit more favorably disposed toward buying a hat in general and toward getting it in that special store in particular. She is, perhaps, humming the tune to herself. As she turns around to look into the mirror she finds that she is turning in time to the music. That is, psychologically, she is responding to the call of harmony, and not only musical harmony, but of that still greater and all-embracing harmony that is necessary to the actual making up of her mind to buy the hat.

"Or a man enters this store with his wife—probably a not altogether voluntary proceeding on his part. He hears the music. Well, at least, here is something to attract his attention and engage his thoughts to render the time of waiting less tiresome than it might be. He, too, is in harmony with the music and more likely to approve of his wife's selection than otherwise.

"In other words, it is like a balance wheel in that it not only caters pleasantly to the senses, but it also absorbs the natural but very insidious deterrents to the completion of a sale.

"Is this deep stuff? It may be, but I declare, if I had a millinery shop, I would install a phonograph tomorrow morning and try it out."

There are no level paths to success. One must keep climbing or slide back.

# IN MAYTIME

## I LEARNED TO LOVE

### JACK SNYDER



BAND  
OR  
ORCHESTRA  
25¢

*Pronounced by  
critics to be*  
**The MOST  
BEAUTIFUL  
WALTZ  
BALLAD  
EVER  
WRITTEN**

Published by **THE HOUSE OF MASTER COMPOSITIONS**  
**JACK SNYDER INC.**  
 1658 BROADWAY, NEW YORK.



## NED NICKERSON IN MIDDLE WEST

Ned Nickerson, traveling representative for Jack Snyder, Inc., publisher of "Frankie," "Maytime," "A Little Birdie Whispered It to Me," and other successes, has recently been covering Middle West territory. During his stay in Cleveland, O., he took part in the annual national song contest held at Zamparman's Dance Hall, that city, from November 16 to 26 inclusive, where he was successful in winning first prize with the song "Frankie." Mr. Nickerson will visit several other of the large trade centers of the Middle West, including Toledo, Detroit, Chicago, before returning to the home office in New York.

## "MISSISSIPPI CRADLE" GOING BIG

While the sale of "Mississippi Cradle" is, at this writing, a long way from the general monthly average established by "Missouri Waltz," it is almost double for the first forty days of its exploitation of what the famous Logan number offered at its start, says Forster, Music Publisher, Inc.

## THE WHOLE WORLD

ENGLAND, FRANCE, ITALY,  
SPAIN, GERMANY, AUSTRIA,  
HOLLAND, TURKEY. NOW  
UNITED STATES, SOUTH  
AMERICA AND CANADA



ALL SET THE SEAL OF  
POPULAR APPROVAL

on

**SAL-O-MAY**

*Song of the Orient and  
Famous European  
Melody*

Stock up on the Records, Player Rolls  
and Sheet Music

**EDWARD B. MARKS MUSIC CO.**  
102-104 W. 38th Street, New York

## DISPLAYS MUSIC WITH RECORDS

Liberty Music Shop, New York, Makes an Effective Combination Window Exhibit

Herewith is shown a reproduction of a recent window display of the Liberty Music Shop, New York, in which are exhibited advanced records, records and advertising material of some of the popular



The Liberty Music Shop

ular song and dance successes. These include "Sweet Lady," "Tuck Home" and "Wabash Blues." It will be noted that, in conjunction with the display of Victor records of these numbers, title pages of the sheet music are also given prominence.

In recent months many of the metropolitan dealers have added sheet music racks to their equipment. Invariably, they find the sales of popular hits in sheet music form quite active and in no way detract from the record sales of the numbers.

## CLAIRE DUX HEARD IN NEW YORK

Celebrated Mezzo-soprano, With Dr. Richard Strauss, Makes Most Favorable Impression

Claire Dux, mezzo-soprano and an exclusive Brunswick artist who recently made her debut with the Chicago Opera Company, was heard in concert with Richard Strauss, the famous composer, at the Metropolitan Opera House, New York, on November 29, before a large and enthusiastic audience. Dr. Strauss, who is also a Brunswick artist, led the Philharmonic Orchestra in several interesting numbers and accompanied Miss Dux in two operatic arias, which demonstrated the vocal capabilities and artistry of this singer, who is so popular in Europe. She was at her best probably in the four songs, the work of Dr. Strauss, and, in response to continuous applause, was compelled to repeat the "Weizenlied," which, as part of the program, had been received with great favor by the audience.

The first records of Claire Dux are soon to be released by the Brunswick recording laboratories to the trade and it is expected that they will be received with much interest by music lovers who will want to enjoy her voice in their homes.

## AN INTERNATIONAL HIT

"Sal-O-May," the European fox-trot recently purchased by the Edward B. Marks Music Co., Inc., with its American success, practically has become known as an international hit. No less an authority than Sigmund Spaeth, former musical critic of the New York Evening Mail, pronounces the number as one of the most perfect dance rhythm melodies ever yet written. At any rate, well-known orchestra leaders like Paul Whiteman and Joseph Smith are featuring it extensively. Although its American life has been short, so far it has come well up to the publisher's predictions.

KIMBALL HALL

FRANCES CLIFFORD MUSIC CO.

"Publishers of Real Songs"

CHICAGO, ILL.

See Advance Bulletin

FOR  
RELEASES

ON THIS

Big Selling Blues Hit

and Order on Your Favorite RICO RD



## TRADE CONDITIONS IN KANSAS CITY SHOW IMPROVEMENT

**Demand for Talking Machines and Records Steadily Expanding—E. A. McMurtry Honored—Importance of Concentrating on Talking Machines—Great Activity Destined for the Holidays**

KANSAS CITY, Mo., December 7. Business is showing a decided improvement according to the general testimony of Kansas City dealers. There is a large demand to start the holidays as well as the regular trade, as shown by the November orders. There is a lack of demand in purely agricultural districts owing to the low prices of grain. There have been some unusually large orders sent in during the last week, some of them over the phone with requests for immediate shipment. Collectors are busy, and the music men agree with the report of the Kansas City Association of Credit Men in saying that the "average of collections over the entire trade territory seems to be better than for the past few months."

### Columbia "Carload" Sales

The Columbia Graphophone Co. is putting on a number of "Carload" sales. One of them is starting in Kansas City, at the Graphophone Store, 1120 Grand avenue. The purchase of the carload of machines is to be followed by a vigorous newspaper advertising campaign, backed up with aggressive work by the sales force. The Columbia Co. has prepared for this campaign in Kansas City by a syndicated advertising campaign, in which all the Columbia dealers in Kansas City were represented. This campaign is conducted to get into the houses with a machine, and with the idea that if the sale is not closed at the time there will have been established a connection which might lead to a sale later. The offer to give a five-day trial free to any one who would ask for it was met by a large demand and during October and November, months when normally things are quiet, there was plenty of work for the salesmen, and a good volume of business closed. As a result of this plan of merchandising the firm reports that out of fourteen machines placed sales were closed in twelve cases.

The Jones Store Co. reports good results from the announcement of a Christmas Club, the terms being one dollar down, and one dollar a week until Christmas—then the machine delivered, and the rest of the money to be paid on terms.

### An Educational Campaign

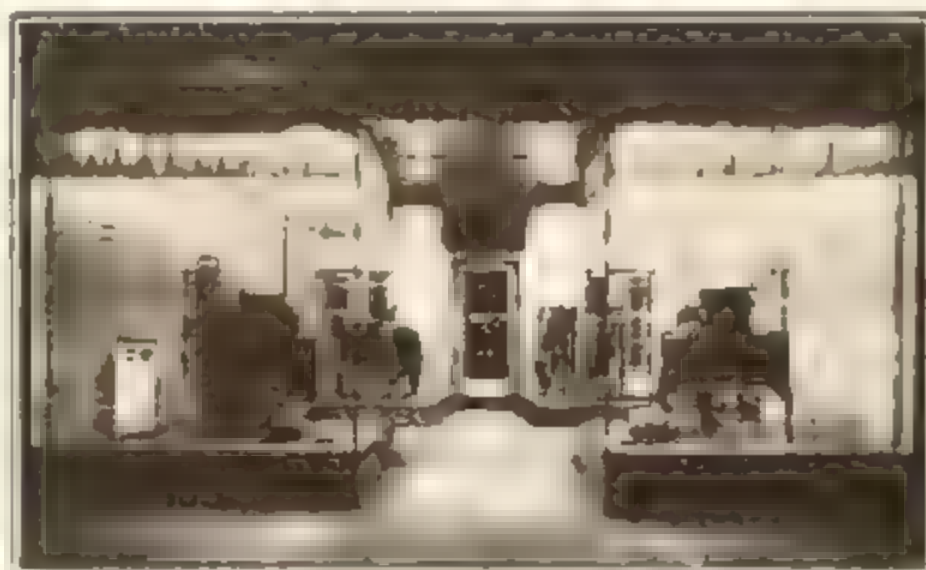
An advertisement that is different is that devised by the manager of the Kansas City branch of the Edison Co., M. M. Blackman, and worked out by the advertising agency, in which the merits

of the Edison machines are stressed. In one of the ads the Edison Mazda lamp is shown alongside of an old style electric lamp, and under the two cuts is the line "Both are lamps, but...". Then follows a statement of the points of difference in the Edison phonograph and the ordinary ones. The same idea is worked out with apples and horses. There are others of the series that are to appear.

The Edison Co. is also following its Movable Music tests in various towns with vigorous newspaper campaigns. The usual "follow up" is a spread in the local paper of a full page, changed each week for five weeks. This is accompanied with the personal work of the solicitors and the results are reported to be quite satisfactory.

### The Handsome New Brunswick Shop

The Brunswick Shop in Kansas City is at 923 Walnut street. It will remain there. But the New Brunswick Shop is at 1109 Walnut street.



Exterior of New Brunswick Shop

The new shop was opened at this new location to reach the trade that "never goes below Fifth street." It is just off Fifth street, the ultra fashionable shopping street for the ladies, and between that and Twelfth street, which has, per-



Interior of New Brunswick Shop

haps, more people pass over it during each twenty-four hours than any other street in the city. Because of this location, the owners of the Brunswick Shop decided they were justified in opening a second shop. The Brunswick people claim that this shop is equal, if not superior, in equipment to anything west of the Mississippi. It is certainly a beautiful shop, finished in white enamel with many effecting and tasteful, and with many mirrors that add much to the artistic effect. The interior improvements cost around \$12,000 and the twelve sound-proof and ventilated demonstration booths, as well as the whole shop, are strictly up to date. The immediate results in reaching many new customers who had never visited the old shop and the good business that the new shop has enjoyed

since the formal opening on November 18, have satisfied the proprietors that they have made no mistake in their investment.

One of the main features of the new shop are the splendid show windows, which occupy a space twenty-five feet back from the street line. These windows give ample room for the display of the De Luxe and Console models, and the trade at the new shop has been largely on these models.

### H. P. Ripley & Co. Expand

The talking machine department of H. P. Ripley & Co., of Leavenworth, Kan., has, until recently, occupied the rear of the first floor. It now occupies the full basement, which has been fitted up and decorated. A line of Lyon & Healy pianos will be added. Edison and Victor instruments are to be featured, and are to take the place of a miscellaneous assortment hitherto carried. The new manager of the department is W. M. Wilson, formerly of Lincoln, Nebr., who is now a partner in the department.

### Must Concentrate on "Talker" Department

Dealers are recognizing more and more that music is more than instruments, and to sell it, there must be a salesman who is first sold on music himself. The Richards-Conover Hardware Co. is going out of the talking machine business. It is enlarging other departments, but it will drop music.

On the other hand, the Schmeltzer Co., which is primarily a sporting goods establishment, is enlarging its Victor sales force, and the amount of business done is on the increase. But the Schmeltzer people have virtually divorced the music department, so far as the wholesaling of the Victor is concerned, from the other department. A. A. Trostler has devoted practically all of his time to this department for several years, and is treating it as a music business, and not as a side line to the sporting goods.

Local dealers are finding that it is a paying proposition to give someone special charge of the talking machine department and let them devote practically all their time to its development. The very fine results following the special efforts in some of the contests in this territory during the Summer and Fall, in which full time was given to pushing the sales of talking machines exclusively, has demonstrated that it pays.

### Capitalizing Visits of Record Artists

A number of local dealers are using their windows to feature the records of the stars who visit the city and appear at the various theatres from time to time. Miss Dorothy Jardon, Brunswick artist, was recently at the Orpheum, and the advertising displays of her records were especially attractive. Her work at the Orpheum was interrupted by her illness, which sent her to the hospital, where an operation for appendicitis was performed. The operation was entirely successful.

### A. A. Trostler Tells Why He Is Optimistic

"Absolutely" is the word that A. A. Trostler uses to convey his idea of the certainty of good business to follow the educational activities of music people in building future business for the music dealers. He thinks that there will be a rather quiet period following the holidays, but he is "absolutely" convinced that the business is to continue to grow in volume and quality. He thinks that the systematic training of the boys and girls in the schools will be the largest factor in this increase.

### Increasing Demand for Console Models

A distinguishing feature of the business done during the past sixty days in Brunswick shops

**Geo. Seiffert**  
The Modern Sales Corp.  
Extend heartiest  
wishes to All  
for Prosperity and  
Happiness

723 E. W. 1st  
Wholesale  
ASHLAND  
NEW YORK

## TONE ARMS and REPRODUCERS

Various Styles and Designs to  
Meet Every Requirement

**Prices \$2.50 to \$6.00**  
Samples on Request

**Triangle Phono Parts Co.**  
722 Atlantic Ave. Brooklyn, N. Y.  
Telephone Sterling 1120





## Mr. Dealer:- The "Recordola" is a

### Timely Holiday Sales Asset

Let your customers make "Homograms"—Records of their own—in their homes with the "Recordola."

*The Perfect Recorder and Reproducer.*

May be attached to *any* Phonograph.  
Fool Proof Practical  
Simple to Use—Positive in Operation  
*Every Phonograph Owner A Prospect*

Complete "Recordola" outfit handsomely nickeled, including a double-faced "Homogram" recording blank that may be used for making 50 to 100 different records.

Retail Price Complete **\$26.00**; Extra "Homogram" Records, \$1.00 each.

*Liberal Discounts to the Trade*

*Write for Particulars*

*We are now located in our new and modern Laboratories and Showrooms, and we invite the trade to call to inspect them and get a demonstration of the "Recordola."*

15 WEST 34th STREET

**RECORDOPHONE CO., Inc.**

**NEW YORK, N. Y.**

in this territory is the large increase in the sales of console models. There is a growing number of people, it seems, that want the wide models, instead of the upright. A lady recently traded in a \$295 upright, which had been used but a short time, for a \$300 console. The demand for some of the models is greater than the factory is able to supply.

#### Death of F. H. Butler

F. H. Butler, one of the best-known music men of this section, and for many years the senior member of the firm of F. H. Butler & Son Piano Co., of 530 Minnesota avenue, died at his home in this city recently.

#### E. A. McMurtry's Twenty-fifth Anniversary

E. A. McMurtry, Kansas City branch manager of the Columbia Co., recently passed his twenty-fifth anniversary of continuous service with the company, having started in the St. Louis branch as a boy, and his activities perhaps are best described in the following poem, by Thomas Devine, one of the star salesmen of the Kansas City branch.

#### OUR MANAGER

Twenty five years in harness, Mr.  
That's going some, and looking back  
Today, we see a kid at work—  
A kid who doesn't know how to shirk.  
Again, we see him in selling clothes,  
Out on the road where nothing goes.  
Except an order; and last we see  
The kid, the drummer who used to be,  
A Manager now with cares piled  
And grouped about him a score or more.  
Of busy people all good to you,  
For the kid who didn't know how to shirk.

Here's to the years that are gone, say we,  
And here's to the years that are yet to be,  
May the past be doubled and thrice too,  
That is our wish today to you.

The Kansas City branch salesmen and employees also celebrated the occasion by a gift of a handsome smoking stand, as an expression of their regard for Mr. McMurtry.

A very unique sale of a Columbia school outfit has just been reported by the Barnett Music Co., of Bartlesville, Okla., this sale being made by them to a local school, at forty-five minutes after midnight Friday morning, November 11, after a school "Pie Supper," before a school committee as judges, the sale consisting of a type D-2

Grafonola, a Pushmobile and a quantity of Columbia school records.

S. M. Henley, Columbia dealer at 813 Walnut street, this city, is now recovering from a stroke of paralysis and expects to be back selling Grafonolas and Columbia records at an early date.

#### The "Famous Eight" to Be Heard

The Victor dealers and jobbers of Kansas City are patrons of a concert to be given on Sunday night, January 1, at Convention Hall. The Victor Eight will be here and give a popular program. A. A. Trostler, of the Schmeltzer Co., has charge of the arrangements.

A branch store was recently opened in Kansas City by the Royal Music Shop Co., at 1425 East Eighteenth street. Columbia Grafonolas and records will be handled.

#### GEORGE A. LYONS KEPT ON THE GO

Eastern Sales Manager Tells of Great Demand for Unico Specialties Throughout Country

PHILADELPHIA, Pa., December 6.—George A. Lyons, Eastern sales manager of the Unit Construction Co., has been constantly kept on the go within the past few months. No sooner has he arrived back in headquarters in Philadelphia than his services have been required in another section of the country. Recently Mr. Lyons completed a tour through the Middle West, covering Cleveland, Cincinnati, St. Louis, Peoria and Chicago. He reports conditions decidedly favorable throughout this territory and that dealers are anticipating a continuance of good business into the new year. In Rockland, Md., adjacent to Washington, D. C., Mr. Lyons sold W. C. Bean, a new Victor dealer, a complete "Unico" equipment, which consisted not only of demonstration rooms, record racks and counters, but the newest "Unico" products—fans and lights.

The hardest man to approach is sometimes the easiest to close.

#### LATE TALKING MACHINE EXPORTS

Exports, Including Records for Ten Months Ending October 31, 1921, Total \$3,296,900

WASHINGTON, D. C., December 5. In the summary of exports and imports of the commerce of the United States for the month of October, 1921 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during October, 1921, amounted in value to \$60,162, as compared with \$77,614 worth which were imported during the same month of 1920. The ten months' total ending October, 1921, showed importations valued at \$522,914, as compared with \$751,587 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 3,257, valued at \$139,429, were exported in October, 1921, as compared with 9,849 talking machines valued at \$481,471, sent abroad in the same period of 1920. The ten months' total showed that we exported 30,251 talking machines, valued at \$1,427,111, as against 69,734 talking machines valued at \$3,297,305, in 1920, and 52,336 talking machines, valued at \$1,817,399, in 1919.

The total exports of records and supplies for October, 1921, were valued at \$223,105, as compared with \$243,973 in October, 1920. For the ten months ending October, 1921, records and accessories were exported valued at \$1,809,788, in 1920, \$3,080,369, and in 1919, \$2,822,853.

#### NEW JERSEY INCORPORATION

The Clark Phonograph Record Co. of Newark, N. J., was recently granted a charter of incorporation under the laws of that State, with a capital of \$250,000. Incorporators are: Walter M. Rogerson, of Chicago, Ill.; George H. Clark of Newark, N. J.; and Frank Lappen of New York.



## MILWAUKEE DEALERS ARE ENTHUSIASTIC OVER OUTLOOK

Orders Received by Jobbers and Dealers for Machines and Records Indicate Prosperity—Better Homes Week Helps—Exhibitors at Local Exposition—Interesting Reports That Spell Prosperity

At the Wisconsin Exposition, the enthusiasm for the talking machine business during the last part of the fall is being expressed in a way so much in excess of expectations that the business has been enlarged. These men are engaged in active trade in talking machine stocks in ample time to show that they are fully prepared to meet the demands of the future. Reports from the exhibitors and jobbers from throughout the territory are so encouraging and indicate the prosperity that it seems like the good old days.

### "Better Homes Week" Helps Trade

One of the things which have contributed materially to the present prosperity of the talking machine business and the success in sales of instruments of all kinds is the "Better Homes Week" which is being held in the Milwaukee newspaper of Milwaukee in connection with the association of home merchants, interior and interior home furnishings and other craft organizations during the present week, December 5 to 10, when Ross Crane and his associates at the start of the extension department of the Chicago Art Institute have been brought to Milwaukee for a series of fifteen lectures and demonstrations of the home beautiful.

A talking machine, or a talking machine and piano, invariably has been included in each of the displays arranged by Mr. Crane and his fellow experts to portray vividly to the eyes the ideas of proper home furnishings which they rendered by word of mouth in their lectures. Thousands of Milwaukee people attended the lecture series and "Mass in the Home" propaganda was given a substantial advance.

### Scramble for Merchandise

Local talking machine dealers express gratification over the way retailers are beginning to cover holiday needs. It is a well known fact that many dealers did not expect their usual custom of former years of buying ahead during the late summer and early fall of the November and December delivery. Consequently, they have been caught short and are now in some way of a scramble for merchandise. It is the old story of waiting until the eleventh hour, but the talking trade rather looked for just such a situation and is now well prepared to fill the orders promptly.

### Victor Dealers Buying Liberally

With the Victor Talking Machine Co. Victor dealer in Wisconsin and Upper Michigan active

it is reminiscent of the rushing times of former years. This has been especially noticeable in the past week and it appears that it will continue to the end of the month. This condition exists despite the fact that Victor dealers have been buying liberally for the last two or three months. Therefore, the present rush is regarded as indicative of an active business throughout the territory beyond the early expectations.

### Greatest Demand Ever Experienced

The Homey Talk is pouring through to the jobbers with the largest number of orders the Milwaukee branch has ever experienced. Manager Thomas E. Kelly's credit over the excellent volume, which exceeds even his liberal promises of a month and two months ago. The Homey Talk has gained a substantial foothold in Milwaukee and Wisconsin and Manager Kelly is just beginning to get in on his several years of experience to make his line one of the leading sellers in the Northwest.

Edison trade is very active and sales are extending new and better makes over the volume of past years.

Columbia and Gramophone records in the Sonora line is excellent in Wisconsin as well as in the Upper Peninsula of Michigan according to Fred E. Vail, president of the Victor & Edison branch who is devoting his personal attention to the distribution of the Sonora.

### Remarkable Columbia Business

The Columbia is working up the best year in history in Wisconsin with a remarkable holiday volume in merchandise as well as records. It was in the Spring of 1920 that the territory was sold to a new distributor for business and when good results were obtained a year ago at this time the Columbia has not been able to keep up with the demand and has been forced to close the doors of its territory as a result of a large sale.

### Strong Demand for the Dallon

The Milwaukee Talking Machine Co. reports that the Dallon line has been sold and that the company is now working on the Dallon line. The Dallon line has been sold and the company is now working on the Dallon line. The Dallon line has been sold and the company is now working on the Dallon line.

### Entertained 14,000 Visitors

The Grand Exposition of the Wisconsin State Fair, which is being held in the Wisconsin State Fairgrounds, has been a great success. The fair has been a great success and has been a great success.

of the new establishment is the Victor department which is located on the main floor and displays the Victor individually as well as a part of practical home furnishing groupings.

### Activity With Bradford Co.

The J. E. Bradford Piano Co., one of the oldest and largest music stores in Milwaukee, always has enjoyed an extensive talking machine business. But this year it has smashed all previous marks for volume. It added the Aeolian-Vocalion several months ago and is also pushing the Victor and Sonora. That these are in good company is indicated by the fact that the Bradford house represents the Mason & Hamlin, the Stearnway Duo-Art and the Aeolian lines.

### Runs Comparison Concert

Oscar E. Lentz, retail jeweler at Clintonville, Wis., and Edison dealer, recently conducted a notable event for a small city by offering Glen Edison, Scotch baritone, assisted by Alta Hill, soprano, at the Grand Theatre, in a comparison concert. A select audience of nearly 1,000 people was present.

Walter C. Kelly, "The Virginia Jockey," appeared at the Majestic Theatre in Milwaukee during the first week in December and his Victor records were widely advertised during this period, with excellent sales results.

### Campaign of Gram Music House

The Cheney the Brunswick and the Aeolian-Vocalion are being featured by the Edmund Gram Music House in its pre-holiday advertising. Miss Julia Wolff, manager of the talking machine department, reports the best November in the history of the house and says it looks as if December will break all previous marks as well.

### Exhibit at Local Show

A large number of attractive exhibits of talking machines and records were made by Milwaukee dealers at the third annual Food, Household and Electrical Exposition, held recently in the Auditorium. Carl Euler, 1611 West street, featured the Columbia and Sonora, showing standard as well as some of the beautiful period models of the Sonora. The Hoettler Piano Mfg. Co., 274 North street, distributor of the Starr, made a special appeal in behalf of talking records showing also the Starr in upright and console styles.

### SUFFERS DAMAGE FROM FIRE

On December 1, a fire in the last of the second floor of the building caused considerable damage to the department store home of the Baker Block Co., which now operates a Victor department. Reports received indicate considerable damage to the Victor stock.

# The Record Lite

## for Victrolas only

### Not an Accessory—but—a Necessity

THIS wonderful Automatic Record Lite prevents scratched records by proper illumination for setting automatic stop and starting. No screws or nails to mar cabinet—simply slip over tone arm. Use in Demonstrating Booths.

ONCE USED—ALWAYS USED. Orders may be sent to us and billed through your Victor jobber—or we will ship and charge direct.

## Badger Talking Machine Company

Victor Jobbers—Wholesale Only.

135 SECOND STREET

MILWAUKEE, WIS.

### Write

for special literature giving list prices and dealer and jobber special discounts.



## TRADE IN CANTON, O., DECIDEDLY IMPROVED

**Leading Dealers Report That December Business Is Making a Very Fine Showing—Advertising in Local Papers Brings Good Results**

CANTON, O., December 7.—With but little change in industrial conditions in the Canton district, music dealers are unanimous in their prediction that December business will exceed any previous month in the past six. For most of the dealers November was a good month and showed a decided improvement over October. Collections are reported to be better, but dealers will not say just how long they expect this situation to continue, with industrial conditions constantly changing.

Slight improvement in business generally is seen by C. M. Alford, head of the music firm of Alford & Fryar. "I honestly believe there is a better trend in our line of business. This store enjoyed a good volume of business during November and December should beat it. Talking machines are selling satisfactorily."

Talking machine sales are on the increase with the J. W. Brown Piano Co. and it is expected that the entire stock will be disposed of by the holidays, for the store is receiving a large stock of new models of the Sonora. Collections with this firm are better.

"Business has been of a satisfactory volume in our talking machine department this year," said G. A. Garver, head of the Garver Bros. Co., at Strasburg, O., said to be the largest country store in America. This store caters largely to the rural trade and sells a large number of talking machines. Sales with this store to date aggregate more than \$275,000, according to Mr. Garver. "A Million in 1922" is the store slogan.

The talking machine department at the S. S. Urfer Co. store, New Philadelphia, O., is pushing the Columbia line this month with a vengeance, according to H. W. Whitney, manager. The volume of business, while not up to the same month a year ago, has been satisfactory, he says. Records are moving better with the advent of colder weather. Herbert Urfer, son of S. S. Urfer, proprietor of the store, is in charge of the talking machine department now.

November and December have proven exceptionally good months for Victor record sales, according to George C. Wille, of the George C. Wille Co. The unusually large number of popular selections on the lists of the last two months accounts for the activity in this line, according to Mr. Wille. Talking machines are moving better this month than last.

George E. Russ, New Philadelphia, O., Edison representative, tops his district for largest number of sales to date in a contest now being conducted by the Edison Co. Mr. Russ says business is very good and in the face of unfavorable conditions the Edison machine has held its own. "I have been doing everything in my power to stimulate sales of the Edison and have been successful. November was a good month but December will beat it, I believe."

It is announced that the Canton, O., store of the Drake & Mounger Co., which maintains three other stores, the main store being at Alliance, O., will be discontinued after December 15. This store sells the Victor machine and recently opened an exclusive Victor shop at Sebring, O.

Canton music dealers are using twice the space in local newspapers that they did a month ago and without exception all are pushing their various makes of talking machines and pianos for Christmas gifts. They say they have more prospects on their lists this month than any previous month this year.

W. A. Grubbs, formerly with the Record Shop, has opened the Grubbs Music Shoppe at 411 St. Clair street, Columbus, it is announced. He will have in stock a line of talking machines, records and sheet music.

Fear is the salesman's worst enemy fear comes from the lack of knowledge

## NEW VICTOR NUMERICAL CATALOG

**All Records in Victor Co. Library Listed in Numerical Order in New Volume**

The Victor Talking Machine Co. has just issued the numerical list of Victor records for 1922, containing the names in numerical order of all records in all languages. The volume is an imposing one of nearly 300 pages and serves to indicate the tremendous extent of the Victor record library. In addition to the record list, the book contains some interesting and valuable information on the important matter of keeping track of record stock which should prove of value to dealers.

A number of records are listed in the new numerical catalog, as well as the regular record catalog, without previous announcement, among them being a group of nine piano solos by Novas, three records of Shakespearean readings by Sothorn, three others by both Sothorn and Marlowe, and over a dozen records by Caruso. The latter are changes of records that have been withdrawn from the regular catalog.

## SEEK TO AVOID MAIL CONGESTION

**Co-operation of Music Dealers in Changing Dates of Mailing Record Lists, etc., Asked by Post Office Department**

WASHINGTON, D. C., December 7.—The Post Office Department has today issued a circular letter asking music dealers to co-operate in changing the dates of mailing record lists, etc., to avoid congestion in the mails. The circular states that the Post Office Department has received many complaints from mail carriers that the mailing of record lists, etc., has caused a great deal of delay in the delivery of other mail.

The circular requests that music dealers should send out their mailing lists, etc., on the first day of each month, instead of on the last day of the month, as is now the custom. It also requests that dealers should send out their mailing lists, etc., on the first day of each month, instead of on the last day of the month, as is now the custom.

In order to secure the condition, customers have been requested to call for the large makers of advertising matter with a view to obtaining their cooperation in releasing all mail matter on other days of the month, and on the lighter days of the week.



Style L  
One of several beautiful Console Models



Style J  
Mahogany Walnut



Style G

## KIMBALL PHONOGRAPHS

**Invite good customers and  
ready sales**

Because the line is attractive from a business-getting standpoint and is thoroughly reliable, the Kimball is the phonograph for the dealer who is building wisely and well.

Superior Construction; visible beauty; truth of tone in reproducing voice or instrument; Kimball prestige; Variety of Console and Upright Models; all are qualities that appeal to customers.

There will be a Kimball Dealer in your vicinity. Will you be the one?

*Write for Agency Terms.*

**W. W. KIMBALL CO.**

306 S. Wabash Ave., Kimball Bldg.  
CHICAGO

Manufacturers of Phonographs, Pianos, Player-Pianos,  
Pipe Organs, Distributors of Okeh Records



## VICTOR CO. FILES SUIT AGAINST THE OPERA DISC CO.

Brings Action in U. S. District Court in Brooklyn, N. Y., Against Opera Disc Co., et al., to Restrain Defendants From Selling "Opera Disc" Records, Alleging They Are Pirated Copies

The Victor Talking Machine Co., of Camden, N. J., on December 7 filed in the United States District Court at Brooklyn, N. Y., a suit against the Opera Disc Co., Inc., and the Opera Disc Distributing Corp., to enjoin these defendants from selling certain so-called "Opera Disc" records, bearing many by Caruso and other celebrated artists which, in the complaint, the Victor Co. alleges are pirated copies of records produced by the Victor Co., or in which they have exclusive rights in this country.

The Victor Co. alleges that these records are being unlawfully manufactured in Germany by certain persons and are being imported into the United States and sold by the defendants in violation of the Victor Co.'s rights and in disregard of the royalty obligations to the artists. The Victor Co. also asks for an injunction against the use by the defendants of the

names of the famous "Victor" artists which these companies feature in their advertising, that further importation of such records be enjoined, that such "Opera Disc" records now in the possession of the defendants be delivered to the Victor Co. or to the court for destruction, and that the usual accounting for damages and profits be ordered.

## MAKE SHIPMENT TO INDIA

BALTIMORE, Md., December 7—Some time ago the Rev. Dr. Goedeke, a missionary to the land made famous by Kipling, purchased a Grammy phonograph from Bass & Diering, Grammy dealers, of this city. Dr. Goedeke has now reached his missionary station in Tanelli, India, and writes that he is much pleased with the machine and is using it in his services for the natives.

## GREAT METROPOLITAN CAMPAIGN

Geo. Seiffert, President of Modernola Sales Co., Carries Attractive Ads in New York Papers—Attractive Offices Opened on Broadway

The Modernola Sales Co., New York City, although only established a few months, has accomplished much in the distribution of the Modernola phonograph in the Eastern territory which it covers. George Seiffert, president of the company, has been identified with the distribution of Modernola phonographs for several years and, through his untiring efforts, has con-



George Seiffert

tributed much to the prestige of the Modernola phonograph.

Attractive offices have been opened on the second floor of the building at 929 Broadway, centrally located in the mid town section of this city, and in addition to the general offices and Mr. Seiffert's well-appointed private office there is an attractive space devoted to the display of the Modernola.

The Modernola Sales Co. is co-operating with the dealers in its territory in an energetic manner. A campaign has been begun in several of the Sunday editions of the metropolitan dailies featuring the Modernola under its signature and the Modernola Co., of Johnstown, Pa. In this publicity is included a list of Modernola dealers in the metropolitan territory, and it is a significant fact that in each successive weekly publication of this advertising there are a generous number of new names of dealers appearing.

An advance schedule and advance copies of this publicity were previously placed in the hands of the dealer in an attractive folder accompanied by a letter headed by George Seiffert. It was stated at the headquarters of the company that the dealers are experiencing decidedly favorable results from this well-planned publicity and that it is progressing in a very satisfactory manner.

George Seiffert is presenting to his many friends in the trade an attractive silver "Redipoint" pen with the compliments of the Modernola Sales Co., which is particularly appropriate in this season of good will.

In referring to the new year, Mr. Seiffert predicts that business will run along in a progressive and an entirely satisfactory manner and looks for a continuous improvement in general conditions.

## INSTALLS EQUIPMENT IN THE SOUTH

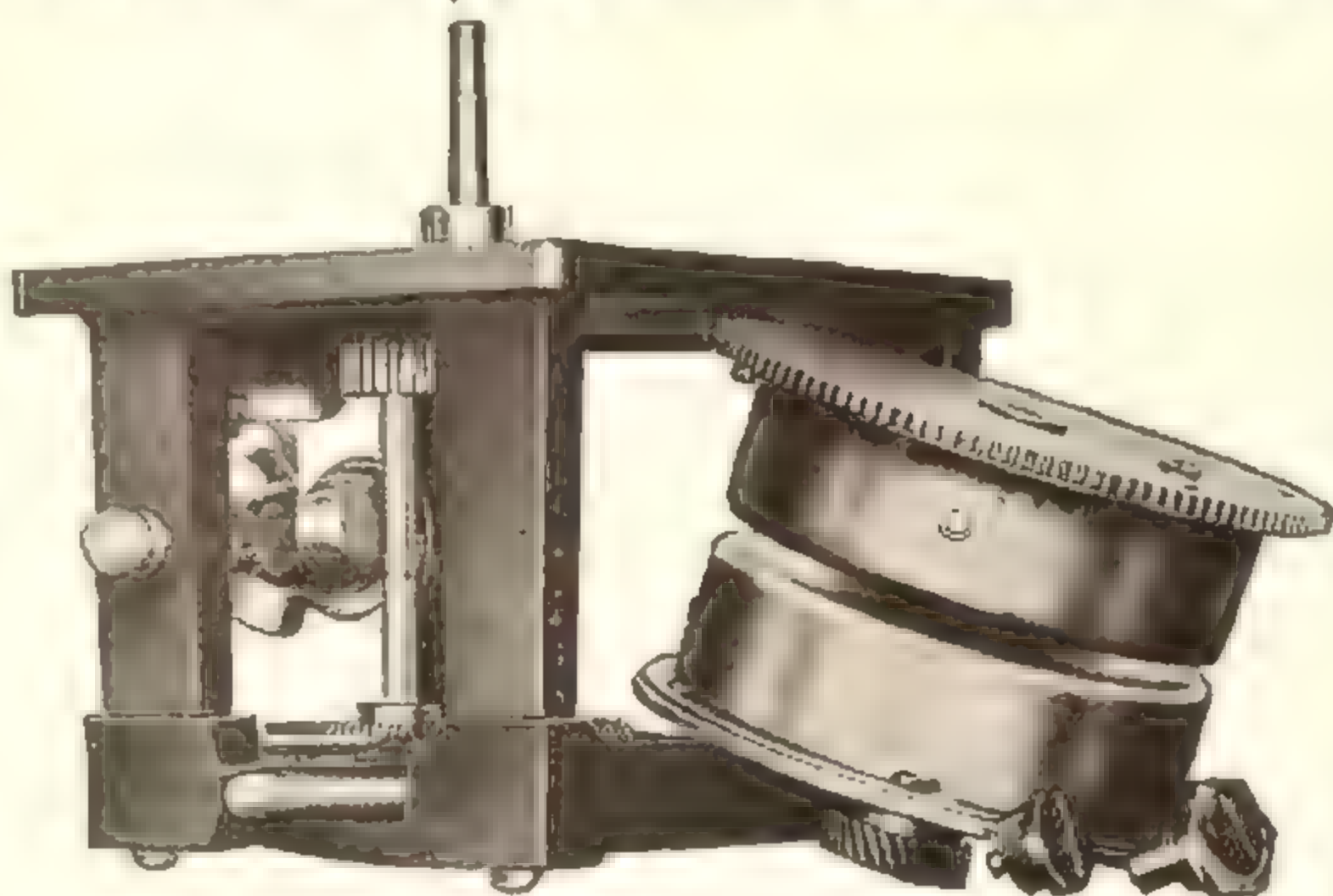
Van Veen & Co., Inc., New York City, manufacturers of equipment for talking machine warehouses, report increasing business being received from the South, indicating the improvement of conditions in this territory. One of the most important orders was recently received from the Field Furniture Co., of Ashland, Ky., where an equipment of the most modern type of double construction booths will be made.

The Rebel's Capitol Shop, of Laporte, Ind., is the latest addition to the talking machine establishments here.

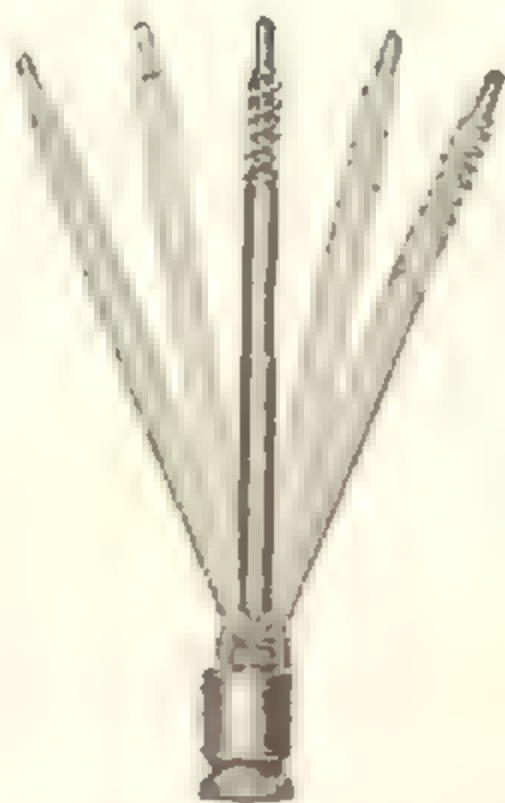
# Study the SILENT Motor

Its Advantages for Your Line of Talking  
Machines Are Self-Evident

Over 300,000 in Actual Use



The Silent Motor With Spring Barrels Demounted. Note the  
Sturdy and Simple Construction.



An Exclusive  
SILENT MOTOR Feature.

Self-aligning governor shaft,  
mounted on universal ball-and-  
socket bearing. Eliminates gov-  
ernor trouble forever.

Send for Sample and Prices

**THE SILENT MOTOR CORPORATION**

CHARLES A. O'MALLEY, President

321-323-325 Dean Street,

BROOKLYN, N. Y.



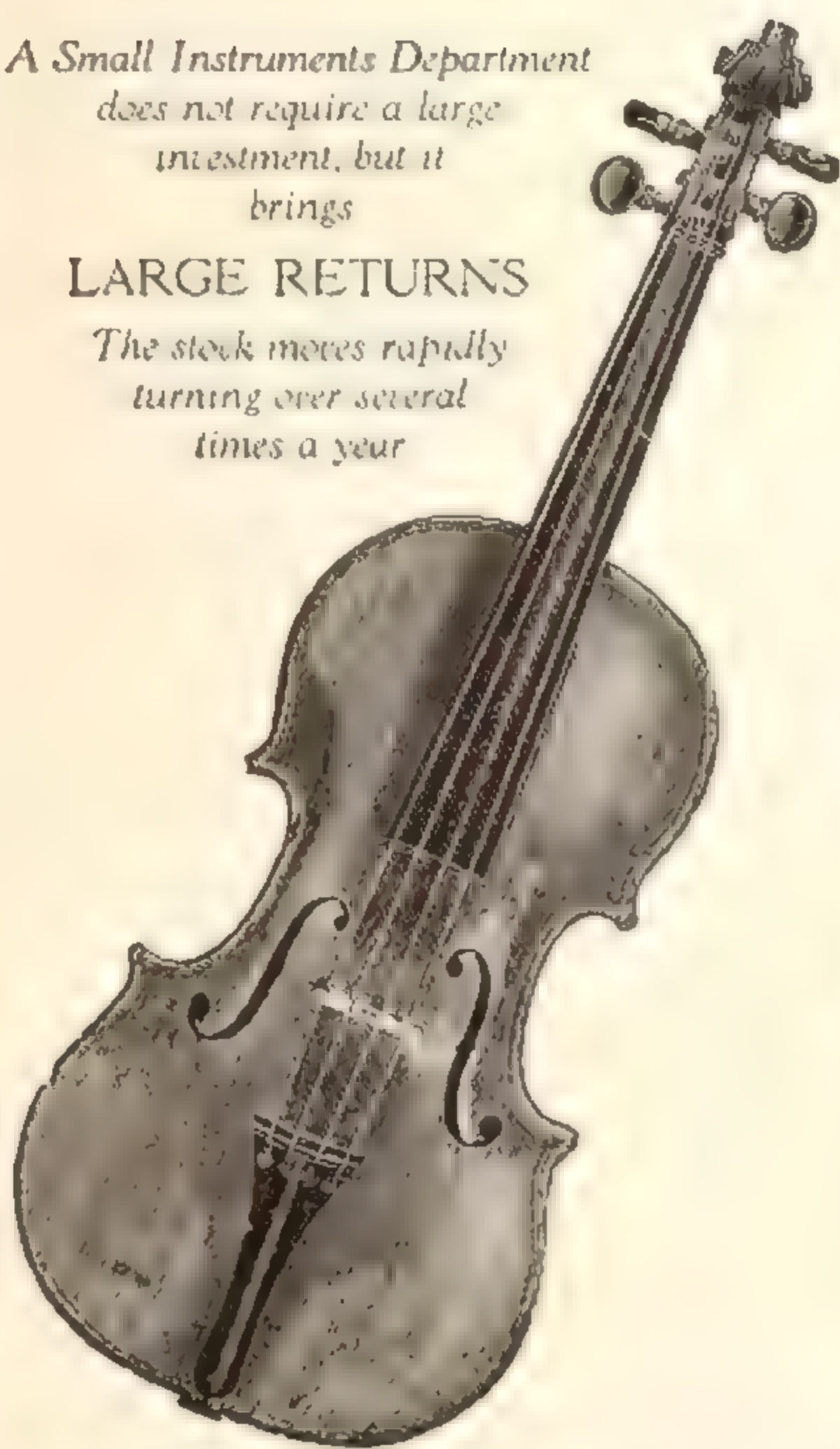
*Capitalize Lyon & Healy Nation-Wide Advertising  
Make it Help Build up YOUR Business*

# Cremوناتone Violins

*A Small Instruments Department  
does not require a large  
investment, but it  
brings*

## LARGE RETURNS

*The stock moves rapidly  
turning over several  
times a year*



CREMONATONE VIOLINS are the highest quality, the best known, and the most popular modern violins on the market today.

They are nationally advertised. Look in the leading periodicals. You will find CREMONATONE advertisements in them.

There is an ever increasing demand for CREMONATONE VIOLINS. Thousands have been sold—thousands more will be sold. You should do your share of the selling and derive your share of the benefits. Become the music merchant in your city who will supply the CREMONATONE line. Write today for our proposition. No obligation.

# LYON & HEALY

*Everything Known in Music*

## Chicago

Are you familiar with our newspaper advertisements for local music houses? If not, write us for information. They are the work of the country's best experts. They will interest you.



## COMMENCES MANUFACTURE OF GRAFONOLAS IN TORONTO

**Columbia Co. Turns Out All Models for Canadian Trade—Introducing New Talking Machine—The Value of Talking Machines in Schools Appreciated—Reductions in Record Prices—Other Items**

It is true that the 1980s have been a decade of "operational" change in the Government. But the big Communist factors in this change is the Chinese leadership's plan to control all members of the Chinese government in its own plan, from whom it knows will be made. This is one of the best examples of the Chinese leadership. The Chinese leadership is a series of activities of the Chinese leadership, which all of which have been the Chinese leadership.

Figure 1 shows the results for the period of 1960-1969. In the factories with the highest employment growth, the employment opportunities in the export factories were found to be more than 10% higher than the employment opportunities in other manufacturing sector factories. A 1% point increase in the export

A telling measure to be taken as the "Standard" is about to be introduced in the market by the Precision Machine & Supply Co., Ltd. West Yorkshire, is to estimate the total population size.

Hoof's machine was controlled by a talking machine dealer in a small town. As an experiment, he was personally called in a district from which he got a certain amount of farm trade and asked to give the teacher that there were thousands of pupils on an average attending. He sent the teacher forty old inventions, one for each school, and he even having them to his store to attend a talking machine school on a Saturday afternoon.

The service was reported to have thirty-eight and that number. It was a varied program, the selection of which interested children of the public school system. A little talk preceded each reading and at the end, so the author announced that there was ten minutes to spare in which he would give an account asked for. It he had a moment. When the each child was given, advertisements and a little advertisement, the machine the reader was sitting together with the latest record advertisement. Harry and children attended the reading and the result that there were that the machine for that dealer's machine and record. The same idea will now be carried out on the other side.

Taking the country as a whole, there is a growing interest in the portable dictating machines on the market. At the lower level of society, as well as the middle class, to assist the teachers and students in their reading and literary or scientific work. It goes without saying that the dictating machine is a desideratum for 15 students who are required to stay at the school, because it is a better talking device than paper. I have recently purchased two dictating machines, and they have been popular with the teachers and students. I plan to send the other 15 into service in the near future. Although the dictating machine is a new and popular addition to the school work, and the teachers and students are very much interested in the use of the

[illegible]

He returned to the United States after off to a brief stay in London for his appearance at Mexico Hall of the American Museum of Natural History. He was married to Louise Harner, daughter of the English actor, and, well-known in the Museum circles.

The second study (1993) by the same health researchers and conducted in the same town, was a very large, randomized, controlled trial of substantial reduction in the use of alcohol.

On the retail price of Starr Bennett records. The entire line of dollar records has been reduced to 65 cents retail and the Starr Co., of Canada, Ltd., emphasizes that this reduction applies to the regular repertoire of over eleven hundred numbers. In Western Canada the price will be 75 cents.

J. A. Ureden, president of the Starr Co. when it located a few days ago, was most optimistic as to the result of the reduction in price of the Starr-Gunnell record and prophesied that not only would there be an immediate impetus to record retailing but that there would also be noted increased business in manufacturing.

Mr. C. C. Carter is director of the General Phonograph Corp., with headquarters in New York, visited Canada recently and enjoyed some real Canadian American singing. He visited A. B. Pollock at the company's factory in Kitchener and C. J. Fox, Canadian manager at Toronto headquarters. Mr. Carter has to his credit a number of important inventions in the talking machine industry.

J. C. Macken, who was until last March one of the representative travelers of R. S. Williams & Sons Co., Ltd., is agent on the road exploiting the 100-ton dealer.

## MONTREAL IS PROVING A VERY ACTIVE SALES CENTER

How a Live Dealer Has Increased His Record Trade—S. Hird & Co to Handle the Steel Needles—New Popular-priced Record—Records as Christmas Gifts—Great Welcome for Furnam & Nash

At the end of the market, during the hour the World was fairly full, some boys arranged with a man on the spot, at a low price, to have a talking machine record every lot of goods sold. At the stand is a large sign, and on paying the current month's record list. Books, fastened to the board, contain record shipments, makers' names, and current dates, and all such literature, as well as a display of steel needles in the various sizes. A supply of the latest list, and also particularly timely records, is on view. This service is intended to be two-fold. In the first place, it enables shoppers who have, and a busy day in the city to get a copy of their own, or had a dealer's records at the station, so that they are leaving for home. Secondly, a prominent sign tells these shoppers and contractors that any record orders left at the stand on this morning will be called, packed and ready to be called for in the city of time for the completion of the existing contracts.

They passed away at his home in Montreal on July 1, 1984, one of the pioneers in the Canadian taking machine industry. He was on the roll for a number of years for the Bushner Company, Inc., Ltd.

W. R. Scott, Ltd., of Redditch, Eng., the well-known maker of talking machine records has

1. V. Knecht, formerly sales manager of R. S. Williams' wholesale musical merchandise company, has accepted the position of manager of the phonograph department and finds the work exceedingly interesting.

Fred Hager, of the recording division of General Phonograph Corp., Ltd., New York, was a recent visitor to the recording laboratory and record-pressing plant of the Compn. Co. Machine, Inc.

The firm of A. J. Fryer, Ltd., Ottawa, which is active in the retail talking machine business, has been incorporated with a capital stock of \$1,500,000.

The Columbia Graphophone Co. has announced price reductions on Columbia records as follows: Twelve inch double-disc blue label records, old price \$1.65, now \$1.25; twelve inch double-disc exemplary records, old price \$1.65, now \$1.50.

The appearance in Ottawa in a joint recital of Helen Sewell and Virginia Powell, eminent Edison tone test artists, made it possible for them to perform an interesting musical experiment under the auspices of R. S. Williams & Sons Co., Ltd.

Homer & Co., Cornwall Ont., have added a number of sound-proof booths for demonstrating Columbia records and are going after Grafola business stronger than ever.

The Musical Merchandise Sales Co., sole distributor in Canada of the Brunswick phonograph, is announcing two new models, Style 207, retailing at \$185, and Style 210, selling at \$220.

approved S. H. & Co. 313 Craig street, Montreal as its Canadian agent for these needles.

The *Atlas*, a ten inch double-sided record to retail at 65 cents, and in the Western Provinces at 75 cents, has been put on the market. It is edited by H. S. Fishner and is pressed at the plant of the firm, the George Co., of Lachine, *Que.*

Turner and Nash, popular vaudeville team and exclusive Columbia artists, were given an enthusiastic reception by the Montreal branch of the Columbia Graphophone Club on their recent appearance in this city. Turner and Nash appeared at the Princess Theatre, where they scored one of the hits of the performance.

The night was set aside as "Columbia night," when over eighty Columbia dealers and members of the Columbia Club Montreal branch attended the performance, giving Furman and Nash a Montreal reception. While here the artists attended the weekly luncheon of the Kwanis Club and also called upon quite a number of the local Columbia dealers, who were delighted with the opportunity to meet these well-known Columbia artists.

H. M. Master's Voice records, ten-inch double-sided, formerly sold for \$1, have been reduced to 85 cents; ten-inch Red Seal records formerly re-

## TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

**NONE BETTER IN QUALITY**

**NONE LOWER IN PRICE**

THE RENÉ MANUFACTURING CO.

## Montvale, New Jersey

See page 66



tuning at \$1.25 have been advanced to \$1.50, while twelve-inch, heretofore selling at \$2, have been increased to \$2.25. These slight increases are due to adjustments of artists' and other royalties.

Layton Bros. are conducting their fourth annual Christmas Columbia Gramophone Club, which is limited to 200 members.

Large size Sonora phonograph newspaper copy is appearing in the Montreal dailies through the Canadian distributors, I. Montagnes & Co., Toronto, to which is attached the name of Charles Carrose, Montreal, as Eastern Canada distributor.

A handsome sign has recently been erected on the roof of Layton Bros., which announces that they are handling the Brunswick line of phonographs.

The Misses Helen Newell, soprano, Virginia Powell, reader, and Margaret Whittaker, violinist, Edison tone test artists, gave two recitals in Montreal for past week in the Ritz Carlton, which was held under the auspices of Layton Bros., when the appearance of these artists was heard in comparison to their performance in the flesh.

"Children's records as Christmas gifts are increasing in popularity every season," said Miss Vezina, in charge of the Columbia Gramophone department of Almy's, Ltd., and this year we have doubled our stock in anticipation of a heavier volume of sales in this direction.

Right here in Montreal, unknown to thousands of citizens, one of the most amazing facts of all time is being demonstrated daily. The Marconi Wireless Telegraph Co. of Canada, through the agency of the Marconi wireless telegraph, is radiating music and sport over an area of 135,000 square miles. Scores of interested people having the wireless telephone apparatus, listening at the same time to their various homes to piano, vocal and orchestra records taking place at the headquarters of the Marconi Wireless Co., and these records have been picked up as far as St. John, N. B. At present in Montreal these phonograph with Edison records and a Layton Bros. piano have been chosen as desirable instruments for these demonstrations when Layton Bros., Edison dealers, of this city.

### INVENTED "SOME" WAR WEAPON

Thomas A. Edison, well known for the last time recently the invention of a new weapon by his son during the war. This consisted of a wheel, clear of with large spokes, which was set in the shaft of a Ford tractor. When the wheel revolved at a speed of 35,000 r.p.m. and a second it was released, sending toward the enemy at terrific speed, a distance of two miles and finally exploding. The invention was completed too late for use in the conflict.

### PRAISES EMERSON RECORD

The Emerson Phonograph Co., New York, received recently a very interesting letter from a music lover who purchased an Emerson record and who was so pleased with its quality that he wrote as follows: "I purchased an Emerson record last evening of a piano solo played by Maria Zveva. It was the best piano record I have ever heard and therefore I would like you to send me a list of any other records played by the above named party with the cost of each record." Signed, Walter Smith, New York.

# ACME-DIE

## CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALLOYS  
Acme Die-Casting Corp.  
Boston Rochester Brooklyn N.Y. Detroit Chicago

### ERNST JOINS PAUL WHITEMAN, INC.

Sales Manager of New York Talking Machine Co. Resigns Post—Will Become Vice-president of Paul Whiteman, Inc.—Will Furnish Musical Entertainment of Every Description

H. C. Ernst, sales manager of the New York Talking Machine Co., New York, Victor wholesaler, resigned from his position this week to become vice president and treasurer of Paul Whiteman, Inc., a new company which has been organized for the purpose of developing and supplying orchestras, musical novelties and musical entertainments in all its branches. Paul Whiteman, director of the famous Paul Whiteman Orchestra and exclusive Victor artist, is president of the new company, which has opened offices at 158 West Forty-fifth street, New York.



H. C. Ernst

Prior to joining the New York Talking Machine Co.'s staff in 1917 Mr. Ernst was identified with several of the country's largest industrial concerns and he is recognized throughout the talking machine trade as an executive of exceptional ability. As sales manager of the New York Talking Machine Co. he won the esteem and friendship of Victor dealers throughout the territory and his intensive efforts to co-operate with the New York Talking Machine Co.'s clientele were keenly appreciated by the trade. Mr. Ernst is planning to assume his new duties on the first of the year and the sales organization that he developed is so highly trained that his work will be shouldered by the present members of the sales division without any strain or radical changes.

As vice-president and treasurer of Paul Whiteman, Inc., Mr. Ernst will have many opportunities to utilize his sales and executive training. Paul Whiteman has attained phenomenal success as director of the Paul Whiteman Orchestra at the Palms Royal in New York and he is recognized from coast to coast as one of the country's foremost dance orchestra directors.

### NEW RODEHEAVER RECORD JOBBER

A. J. Heath Will Act as Distributor for Rodeheaver Records in Philadelphia

T. P. Ratchoff, general manager of the Rodeheaver Record Co., New York, announces the appointment of A. J. Heath as distributor for the company's records in Philadelphia and also in Baltimore. Mr. Heath is located in Philadelphia at 27-29 South Seventh street. Mr. Ratchoff is enthusiastic over the new connection, owing to Mr. Heath's wide acquaintance in the trade and his knowledge of its requirements.

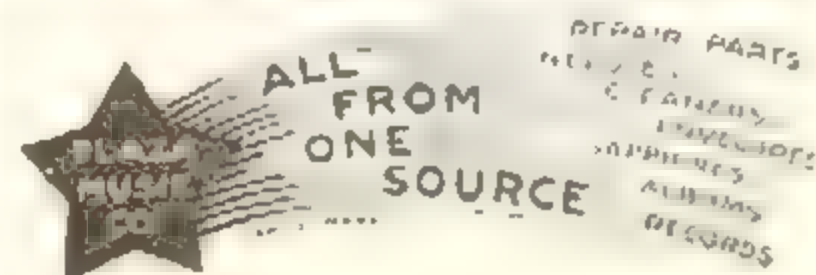
Mr. Ratchoff has arranged for the public demonstration of the process of recording Rodeheaver records in the Gimbel Bros. store, Philadelphia in January in the interests of Mr. Heath.

The Rodeheaver record catalog of sacred music is being expanded rapidly and a large number of soloists, choruses, quartets, etc., prominent in religious circles, have recorded for the Rodeheaver Co.

### MISS BROWN RETURNS FROM TRIP

Miss H. Marjorie Brown, in charge of retail sales promotion for C. Bruno & Son, Inc., Victor wholesaler, New York City, completed an extensive trip through New York State last month. She visited most of the leading Victor retailers in the up-State territory and reported much activity on their behalf.

## PLAZA BUY YOUR ACCESSORIES "All From One Source"



### SPECIAL ON CLOTH-BOUND RECORD ALBUMS



6 doz. orders	Less
10-inch . . . . . 50c	55c
12-inch . . . . . 60c	65c

#### HEADQUARTERS FOR

RECORD DELIVERY ENVELOPES  
ALBUM SETS FOR NO. 80 VICTROLA  
ALBUM SETS, ALPHABETICALLY  
STAMPED  
REPAIR PARTS  
KENT ADAPTERS  
NOVELTY TOY RECORDS  
MIRRORLIKE POLISH  
CONVERTO CABINETS  
BRILLIANTONE STEEL NEEDLES  
MAGNETO MULTI-PLAYING NEEDLES  
SUPERTONE STEEL NEEDLES  
SHEET MUSIC  
RECORDS  
MUSIC ROLLS  
RECORD CLEANERS  
PHONOGRAPH DELIVERY COVERS  
BUBBLE BOOKS  
FIBRE NEEDLES  
FIBRE NEEDLE CUTTERS  
RECORD FLASHERS  
REPEATOGRAPH  
TONOTONE NEEDLES  
REFLEXO NEEDLES  
DANCING 'SHIMMIDY'  
DANCING RASTLES  
PLAYER-PIANO VACUUM CLEANER  
SUPPLEMENT MAILING ENVELOPES  
SAPPHIRE BALL NEEDLES  
SAPPHIRE POINT NEEDLES  
DIAMOND POINT NEEDLES  
UNIVERSAL DISPLAY RACKS  
SHEET MUSIC RACKS  
NAOIL  
BODILINK RECORDS AND PHONOGRAPHS  
PHONO MOVIES  
STOCK ENVELOPES  
'NULIK' MUSIC ROLL ATTACHMENT  
SPRING LUBRICANT  
VICTOR AND COLUMBIA ATTACHMENTS  
TONE ARMS AND SOUND BOXES  
STEEL NEEDLES IN ENVELOPES  
WITH SPECIAL IMPRINT

Watch for our next month's SPECIALS

## PLAZA MUSIC CO.

18 WEST 20TH STREET  
NEW YORK





## OGDEN'S ORIGINAL "STANDS"

For Portable Victrola No. 50

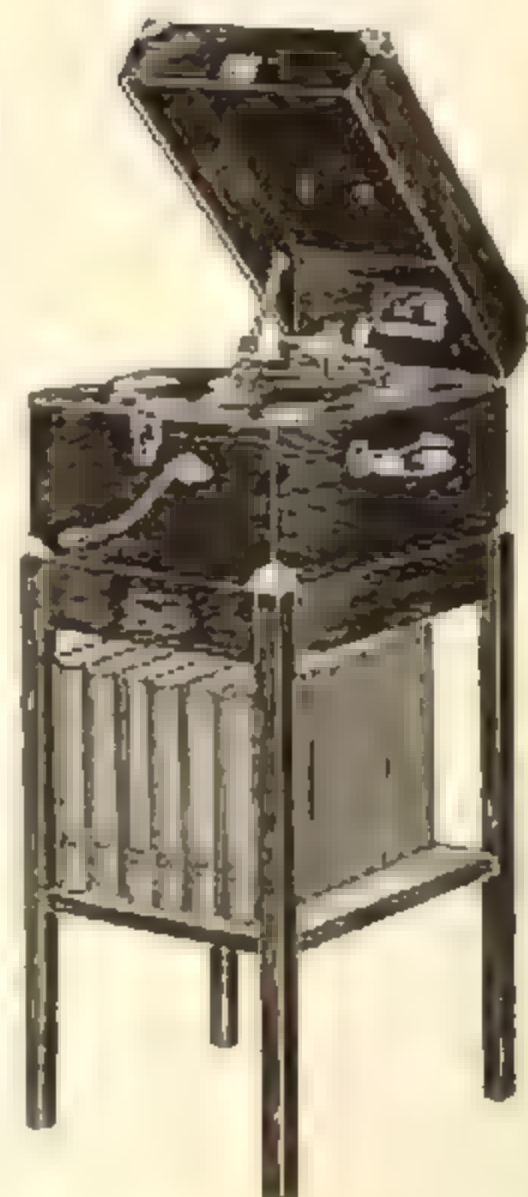
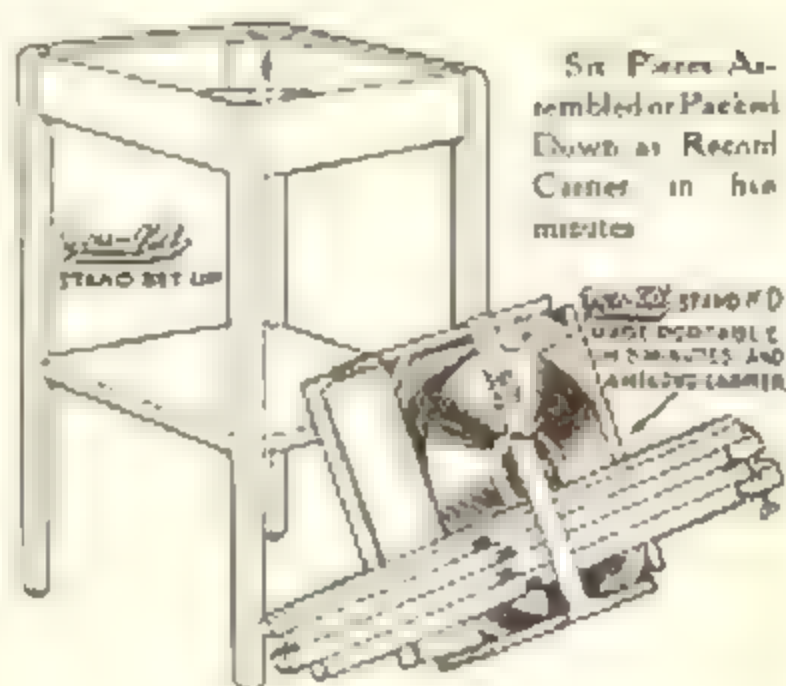
**Cost You \$6.50—Sell at \$10.00**

Number Fifty Portable "STAND" is designed for Victrola No. 50 to make it an ideal HOME MODEL with all the advantages of the Cabinet Type—and still is absolutely Portable.

It is "Set Up" or Taken Down in 5 minutes  
 —Positively Rigid and Strong—Assembled  
 with 4 concealed Thumb Nuts and Screws.

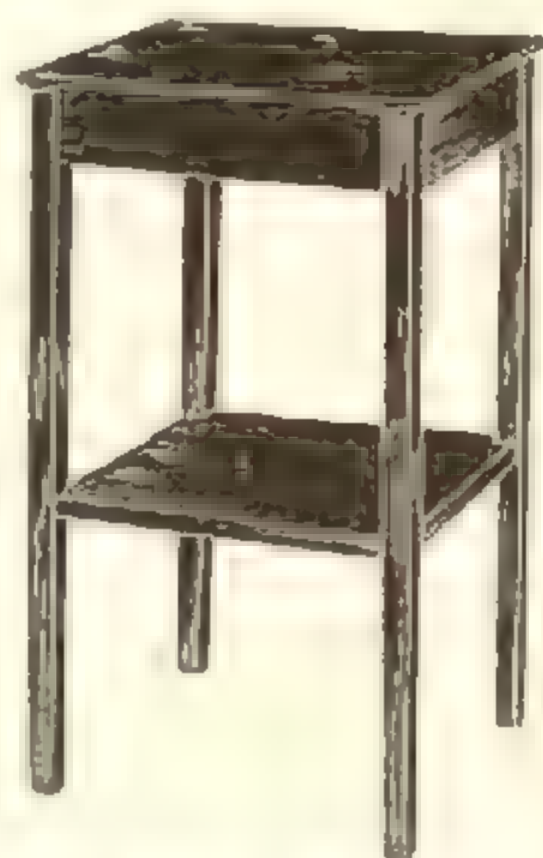
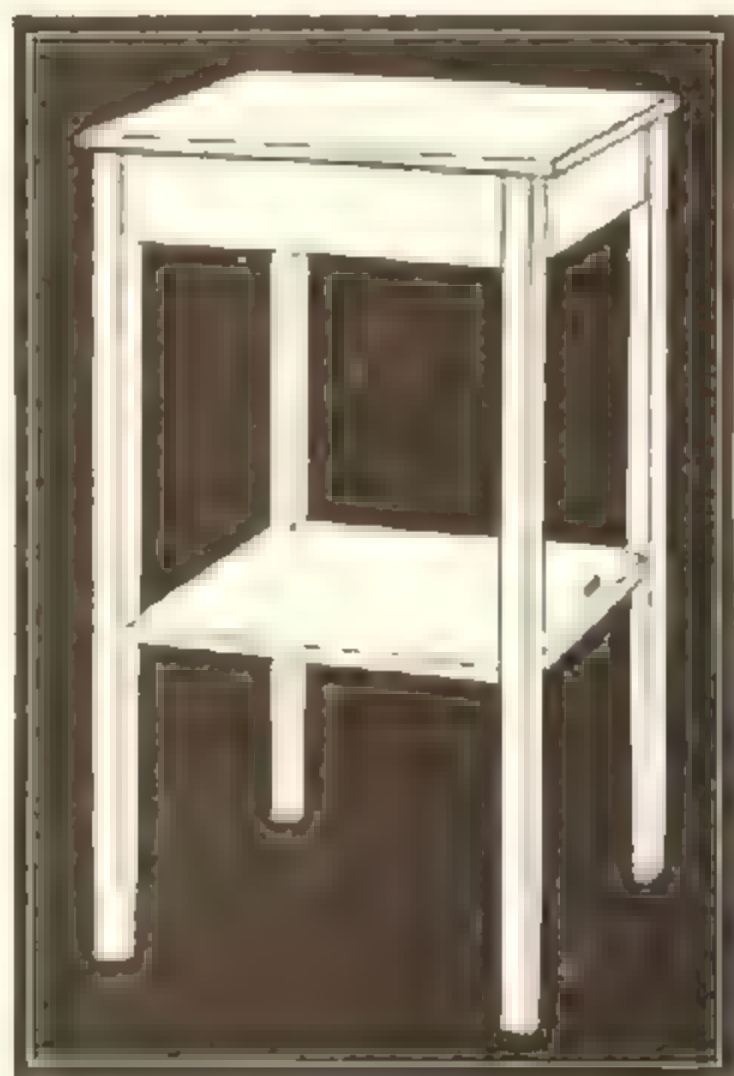
Correctly Designed to Harmonize with the Victrola No. 50 Portable in Material and Finish.

Constructed of Solid Mahogany and Rubbed Finish to MATCH. Quartered Oak (Golden-Fumed and Weathered), finely finished to MATCH the Portable Victrola. Price, each, \$6.50; delivered in 1 dozen lots. Weight, each, 10 lbs. Individual Packing Case.



## UTILITY or SERVICE TABLES

(Convenient for Many Purposes)



These Tables are needed in every Demonstration Room for the convenience of your Customers when selecting records and are also a convenience for many purposes in the home, for which you find a ready sale with profit.

Ogden's STANDS No. IV and No. VI for Victrola No. IV and No. VI are open frames made to fit exactly the base of these Models. Used with satisfaction in thousands of Homes because they fill the need of a low-price Cabinet for Victrola and Records, making a superior UNIT IN APPEARANCE and fulfill every Cabinet requirement. Ideal for use in the HOME and Portable (Knock Down) in 5 minutes for CAMP and VACATIONS.

### Dimensions and Dealers' Prices

Table No. IV, Top 15 in. x 16 in. Quar. Oak and Enamels	\$4.75
Table No. VI, Top 17 in. x 16 in. Quar. Oak, Mahogany and Enamels	4.75
Table No. VIII, Top 16 in. x 19½ in. Quar. Oak and Enamels	5.25
Table No. IXA, Top 17¾ in. x 21¼ in. Mahogany or Oak, and Enamels	6.50

(Genuine Enamel Finishes)  
 (White, Ivory and Pearl Gray)

### DEALERS' PRICES

Quar. Oak for Victrola No. IV and No. VI	\$3.60
Mahogany Finish for Victrola No. VI	3.85
Solid Mahogany for Victrola No. VI (Finished to match the Victrola)	4.25
Service Top to convert any Stand into a "Utility" or Service Table for many uses.	
Each (Varnished and Rubbed Finish)	\$0.90

OGDEN'S YOU-NIT STANDS ARE UNCONDITIONALLY GUARANTEED and their popularity has caused them to be imitated extensively. You will do well to be sure they are Ogden's YOU-NIT STANDS.

Many Victor Jobbers Have a Stock of the Genuine STANDS. Labeled for your protection, which is your Guarantee of Satisfaction. Mail us your order, naming your Jobber, and if he has no Stock we will ship or mail direct to you and bill through your distributor. Samples delivered by mail for your Christmas Trade.

Write for our complete Catalogue of Filing Cabinets and STANDS.

**OGDEN SECTIONAL CABINET CO., Inc.**  
 LYNCHBURG, VA.



## UNIT CONSTRUCTION CO. EXTENDS SALES ORGANIZATION

Opens Branch Offices in Atlanta, Dallas, Denver, Salt Lake City, Los Angeles, in Addition to Offices in Chicago and New York and Headquarters in Philadelphia—Expansive Plans for 1922

PHILADELPHIA, Pa., December 6.—The Unit Construction Co. of this city, manufacturer of "Unitco" equipment for the talking machine wareroom, reports considerable activity among dealers in all sections of the country in the way of increasing the facilities of its warerooms and making them more attractive for 1922. Realizing the importance of immediate and personal service to the dealer in planning out these important improvements in his warerooms, the Unit Construction Co. has considerably extended its sales organization through the opening of five branch offices, in addition to the Chicago and New York offices and the main office in this city. Each branch office will be under the able direction of a resident manager with staff and the cities in which they will be located are Atlanta, Ga.; Dallas, Tex.; Denver, Colo.; Salt Lake City, Utah, and Los Angeles, Cal.

Besides the expansion of the sales organization the various items of equipment for the talking machine warerooms made by the Unit Construction Co. have been extended to cover everything, excepting chairs and carpets, and even in these two last instances it is not uncommon for the representative of the Unit Construction Co. to aid the dealer in the proper selection of harmonious chairs and floor coverings. The prestige of the company has been built upon the quality of the demonstration rooms, record racks, counters, interior and exterior woodwork treatment which it manufactures, and during 1921 the company has produced various service and demonstration displays which have proved very popular and a new sales stimulator for the demonstration room which is in very great demand.

The newest products which now make the line absolutely complete are a number of self-service display racks, a lighting system and electric fans. The lighting system has been the result of many

years of careful study and is claimed to be the most efficient for the purpose of lighting the demonstration rooms and has been designed to harmoniously blend with all of the various styles of "Unitco" equipment. The globe for the light is in ivory and the fixture is of statuary bronze and made especially for the Unit Construction Co. under patents controlled by it.

The fans are highly efficient electric fans made especially for the Unit Construction Co. by the General Electric Co. and contain a motor decidedly capable and yet silent. These fans are eight inches wide and finished in ivory, as 95 per cent of equipment installed by the Unit Co. is either in ivory or ivory combination. The fans are equipped with a special bracket. This company has also lately produced a number of resale articles which are building up sales for the dealers, such as display stands for the Victrolas 4, 6 and portable.

The repair bench which was introduced about a year ago is proving very popular. A reduction in price on this bench has been announced and a chart is now being furnished for the dealer's use with suggestion for the best distribution of tools in the remarkable number of compartments provided. The Unit Construction Co. is making energetic plans for 1922 and predicts that it will be a year of good normal business for all.

I Zou, well known in the talking machine industry in New York, and formerly owner of a Victor establishment in the metropolitan district of the city, recently opened an attractive Victor store in the Fort Lee section.

The Phonograph Shop, of San Antonio, Tex., which has been greatly enlarged, was formally reopened recently with a reception and music. This concern, which is owned by Alfred F. Boyer, handles the Edison line exclusively.

## RECORDOPHONE CO.'S NEW HOME

Manufacturers of the Recordola Now Occupying Spacious Quarters at 15 West Thirty-fourth Street, New York—Officials Enthusiastic

The Recordophone Co., New York, manufacturer and distributor of the "Recordola," a home-recording and playback device recently introduced to the trade, is now located at the south end of 15 West Thirty-fourth Street, where it occupies large and commodious quarters. The increasing demand for the Recordola and the desire to conduct under one roof the executive offices and the entire equipment and organization of the company made removal from 222 Broadway necessary.

A thoroughly equipped laboratory has been installed in the rear, where the recording instruments will be assembled, and where experiments may be developed without fear of interruption.

The location of the Recordophone Co.'s new home in the heart of the business section of New York is an ideal one, and the officials are making plans to receive calls from dealers and interested people during the holiday season, to whom the company will give a personal demonstration by having them record their own voices on the Recordola while in the laboratory. An attractive sales and demonstration room has been arranged for this purpose.

Charles H. Hussey, president of the company, will have his desk here and will devote his time to the executive duties of the business, while A. M. Frost, general manager, who is an engineer of wide experience, will be in direct charge of the manufacturing and will also interest himself in the sales management of the Recordola, in conjunction with Joseph F. O'Brien, who is treasurer of the company.

Officials of the company are very enthusiastic over the reception accorded their home recording device by dealers, professional people and the public generally, in the short time it has been on the market.

## RAINBOW SACRED RECORDS

Double Disc 85c.

## RAINBOW RECORDS

**Brighten the Corner Where You Are  
with Rainbow Records**

HOMER RODEHEAVER, supreme in Sacred Song. His new Rainbow Records are excellent.

Dan Beddow has made some wonderful Rainbow Records.

Start the year right with a stock of Rainbow Records.

Rainbow Records.—No Heavy Stock—No Old Stock—Sell from January to December. Every Dealer Can Sell a Sacred Record.

**RODEHEAVER RECORD CO.**  
150 East 41st Street New York

## RAINBOW SACRED RECORDS

### DISTRIBUTORS

A. J. HEATH & CO.  
27-29 South 7th St.  
Philadelphia, Pa.

STERLING ROLL &  
RECORD CO.  
137 W. 4th St.  
Cincinnati, O.

RODEHEAVER CO.  
218 So. Wabash Ave.  
Chicago, Ill.

J. K. POLK FURN. CO.  
294 Decatur St.  
Atlanta, Ga.

A. J. HEATH & CO.  
110 South Calvert St.  
Baltimore, Md.

RODEHEAVER CO.  
814 Walnut St.  
Philadelphia, Pa.



## RECEIVER IN EQUITY APPOINTED FOR PATHE FRERES CO.

Action Taken to Conserve the Assets and to Reorganize the Business, Which Will Be Continued Under the Direction of the Receivers—To Put Business on Healthier Basis

The United States District Court in Brooklyn, N. Y., on Friday morning, December 9, appointed Francis A. Wetherman, former president of the Pathe Freres Phonograph Co., William C. Redford, former United States Secretary of Commerce, and Benjamin A. Key, a New York attorney, receivers in equity for the Pathe Freres Phonograph Co., of Brooklyn.

The action was taken in order to conserve the assets and revive the business. In a statement presented to the court it was stated that the property of the company, if properly liquidated, would yield more than enough to cover the

claims of all creditors. The receivers appointed are all executives of the highest ability and the inclusion of Mr. Widmann is particularly encouraging, not only through his intimate knowledge of the Pathe business, but his thorough knowledge of the talking machine business in general. It was stated at the headquarters of the company in Brooklyn that the business could be probably reorganized under stronger lines than ever before and that, under the able direction of the receivers, it was expected that the Pathe Co. would rapidly emerge from its difficulties.

depression. Today more than ever is the business letter the universal implement in business and when used rightly is the greatest potential creator of business yet devised. The importance of good, clever, result-getting business correspondence cannot be overemphasized. The necessity of such correspondence is imperative and is one of the means that will hasten the return of normal conditions because its great mission is the restoration of confidence.

## MAKING NEW INDUSTRIAL SURVEY

War Department Interviewing Firms to Determine Time Necessary for Conversion of Plants From a Peace to a War Basis

The industrial survey of the country inaugurated some months ago by the War Department is progressing satisfactorily, according to the annual report just submitted to the Secretary of the Quartermaster General. A total of 19,100 firms have been interviewed and 230,000 pieces of machinery, location, product, normal and emergency capacity, and changes now being necessary for possible conversion from peace to war basis have been noted. These reports go to form the basis for detailed tabular and graphic studies of quartermaster supply, transportation and allocation of industries, both in the past and for the future. All such data are obtained by polite cooperation and assistance of the industries concerned and filed in the confidential records of the office of the Quartermaster General. The work will be continued until all the important manufacturing of the country are reported in the manner.

## RETIRES FROM BUSINESS

The American Organ Corp., New York, will go out of business on December 31 of this year. Max Strauss, managing director of Carl Lindström, Ltd., Berlin, Germany, will visit Europe the early part of the month, after completing arrangements whereby the General Phonograph Corp. will be the sole licensee for the products of Carl Lindström, Ltd., in the United States, Canada and Mexico.

## PRICE FIXING AGAIN BEFORE COURT

Arguments Presented Before U. S. Supreme Court in Case Brought Against Beech Nut Packing Co. by Federal Trade Commission

Washington, D. C., December 8.—Oral arguments before the United States Supreme Court on Friday in the case of the Federal Trade Commission against the Beech Nut Packing Co. indicate that the decision of the court in this case will decide the legality of maintenance of resale prices.

Many cases pending before the Commission, including one against Chert, Peabody & Co., alleging unfair methods of competition in the maintenance of resale prices, are being held up pending the decision of the court.

Subitor General Beck appeared before the court to day for the Commission, while the Beech Nut Packing Co. was represented by Charles Wesley Dunn.

If the Supreme Court should favor the Commission in its decision the following order will be issued in all cases pending before the Commission, it is understood:

"It is ordered that respondent cease and desist from directly or indirectly recommending, requiring, or by any means bringing about the resale of products by distributors, whether at wholesale or retail, according to any system of prices fixed by respondent, and more particularly by any or all of the following means:

"1—Refusing to sell to any such distributors because of their failure to adhere to any such system of resale prices.

"2—Refusing to sell to any such distributors because of their having resold respondent's said products to other distributors who have failed to adhere to any such system of resale prices;

"3—Soliciting or seeking to secure the cooperation of its distributors in maintaining or enforcing any such system of resale prices;

"4—Carrying out or causing others to carry out a resale price maintenance policy by any other means."

## A VALUABLE BOOK FOR DEALERS

The Music Industries Chamber of Commerce has received from the Domestic Distribution Department of the Chamber of Commerce of the United States a number of pamphlets on "Merchandise Turnover and Stock Control," which contain facts of value to merchants. These booklets will be distributed to members of the association in the Music Industries Chamber of Commerce without charge upon request.

While the subject matter contained in the pamphlets must be adapted to the field of music, the points brought out are of value, especially for the handling of departments.

The A. L. Arvidson Piano Co., of Denver, Col., has announced its intention of disposing of its stock of pianos and confining itself to the sale of Edison phonographs exclusively in the future.

## CORRESPONDENCE MUST SUIT TIMES

Cannot Longer Be Matter of Mere Routine Declares Prominent Milwaukee Credit Man

Milwaukee, Wis., December 5.—The present prolonged industrial depression has clearly shown that commercial correspondence is no longer a mere matter of routine, but a problem that deserves the most careful consideration that is given to every other matter of importance in the successful promotion of business," said A. J. Schultze, credit department of a prominent Milwaukee store, addressing the Milwaukee Credit Men's Association.

"During the past few years a heretofore unheard of condition existed in the business world. Money was plentiful and it did not require a high grade of salesmanship and sales advertising to sell commodities. Today just the reverse condition prevails.

"Not only in the collection of accounts is careful and diplomatic correspondence necessary, but also in the handling of complaints, adjustments, sales and, as a matter of fact, in every department of a business organization. The consuming public to-day demands that every complaint be made good no matter how unreasonable and unjust it may be. The retail merchant is extremely critical about the merchandise that he receives. He is exacting about the date he desires it shipped. Cancellations, when his goods are slow in coming and returning, may sometimes become something of an established rule. The price question presents another problem. These and numerous other matters present themselves daily to the business correspondent for skilful handling.

To-day a business letter must not only be clear, courteous and concise, but must be tactful and diplomatic.

"The letter of to-day must contain only pertinent facts that have a direct bearing on the subject written about. It must in a brief and affable way tell 'why.' In short it must be educational.

"The great mission of the business letter of to-day is to restore the confidence that was destroyed by the depression of the present industrial

Retail Price, \$35



# THE OUTING

## "THE YEAR ROUND MACHINE"

Present-day economic conditions demand reduction in prices, but not in quality.

The OUTING has accomplished this difficult task.

There is no phonograph made today giving as much value for the price.

Mr. Dealer, put in the "OUTING." THE MOST COMPLETE PORTABLE PHONOGRAPH IN THE WORLD, and you will have no slack season.

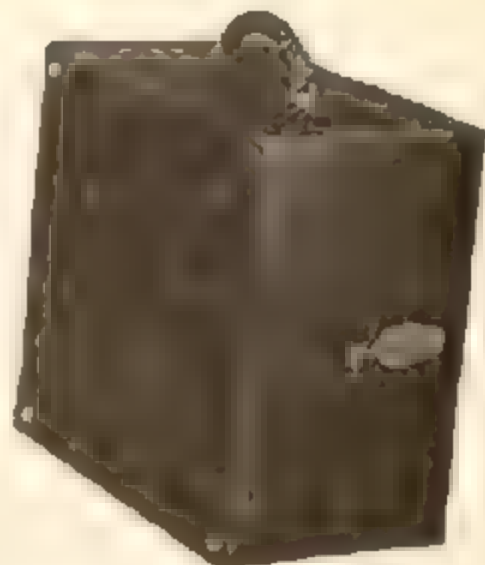
Desirable Jobbing Territory Open.

Metropolitan Distributors

Cabinet & Accessories Co., 145 East 34th St., New York

OUTING TALKING MACHINE CO.

Write for Discount



Mt. Kisco, N. Y.





Oh Come all ye  
Faithful

VICTOR RECORDS  
No. 87350 Sung by SCHUMANN HEINK  
No. 74436 Sung by JOHN W. CORMACK

DON'T SLOW DOWN  
AFTER THE HOLIDAY RUSH

ORDER THE

## "DA-LITE" DISPLAY SERVICE TO START JANUARY FIRST IT SELLS VICTOR RECORDS

FOUR ARTISTIC HAND COLORED PANELS EACH MONTH  
NO CHARGE FOR DISPLAY SERVICE COST \$6.00

The profit on one 85c. record pays total daily cost  
SEE DISPLAY AT YOUR WHOLESALE DISTRIBUTORS  
OR WRITE US FOR CIRCULAR GIVING DETAILS

"DA-LITE" ELECTRIC DISPLAY COMPANY  
114 NORTH ERIE STREET TOLEDO, OHIO

### BECOMES MOTROLA DISTRIBUTOR

Buffalo Talking Machine Co. Becomes the Exclusive Sales Agent for the Jones-Motrola for the State of New York (Excepting the Metropolitan District) as Well as Pennsylvania

The Buffalo Talking Machine Co., Buffalo, N. Y., Victor wholesaler has announced that it has been appointed exclusive sales agent for the Jones-Motrola for the State of New York (with the exception of the metropolitan district) and for northern Pennsylvania. It has already commenced an extensive sales campaign with this device and is giving the dealer sales plans to stimulate his sales of Motrolas.

Outlining the company's reasons for handling the Jones-Motrola, V. W. Moody, manager of the Buffalo Talking Machine Co., said:

"The first time that the idea occurred forcibly to us that there really were some people who could not wind a Victrola was a short time ago when we saw a fat salesgirl in a booth winding an instrument for maybe it was winding her! Awful! Don't misunderstand us—we have as much regard for the world champion shammy dancer as should be accorded the champion, but still we have a feeling that a record demonstrating booth is not the proper setting for such an exhibition.

"When the Jones-Motrola Co. announced its improved new Motrola and put such an attractive list price on it (\$19.50 instead of \$30 as heretofore) we immediately saw reasons enough for it becoming an attractive accessory and arranged to take on the line. The success of our efforts has astonished us. We made more sales in two weeks than we had made in ten years.

"The question 'Why is the Motrola?' had never been submitted to us in such a way as to make us fully appreciate that the services of a Motrola are really worth while. We explained to our dealers the service of the Motrola working on the theory that while the electric starter for the automobile was sold for some time as an accessory it is to-day regular equipment for even 'flivers.' The picture of a man cranking a fiver always gets a laugh. Who has not seen it in the movies?

"We told our dealers that the proper way to sell the Motrola was by using it constantly in the customer's presence. We sold them the idea of placing a Motrola on their demonstrating machines, and urged them to place Motrolas with selected customers on a week's free trial basis. We have since made a careful canvass and have not heard of one single instance where a Motrola has been returned after having been used by a customer for a week or more.

"Under the present selling arrangement the Motrola is a gratifying line to sell—gratifying to us, to our salesman, to our dealers and to our dealers' customers. If we expected more than this we would probably get less."

The air is full of plans—the plans are full of air.

### VICTOR ARTISTS TO VISIT COAST

Eight Famous Artists to Make Tour of Southwest and Pacific Coast Next Year

The Eight Famous Victor Artists will soon start for the coast on an extended concert tour, under the guidance of their able manager, Philip W. Simon. The artists, namely, Henry Burr, Billy Murray, Albert Campbell, John Meyer, Frank Croxall, Monroe Silver, Fred Van Eps and Frank Lynda, who have already appeared throughout the entire country with the exception of the coast, will now satisfy the demand of that part of the country for their appearance. Playing in St. Joseph, Mo., on December 20, and Topeka, Kan., on the 21st, they commence the new year with the following itinerary:

January 1, Kansas City, Mo.; 2, Tulsa, 3, Oklahoma, 4, Muskogee, 5, McAlester, 6, Ardmore, and 7, Cashion, Okla.; 8, Fort Worth, 9, Waco, 10, Houston, and 12, Dallas, Tex.; 13, Texarkana, Ark.; 14, Shreveport, La.; 15, Port Arthur, 17, Beaumont, 18, Orange, 19, Galveston, 20, Austin, 21, San Antonio, and 22, San Antonio, Tex.; 24, Tucson, Ariz.; 25, Los Angeles, 26, San Diego, 27, Santa Barbara, and 28, Long Beach, Cal.

February 1, Fresno, 2, Sacramento, 3, Stockton, 4, Oakland, 5, San Francisco, 6, San Jose, and 7, Santa Rosa, Cal. The Eight Famous Artists are in for a great winter.

### NEW METHOD OF LISTING EXPORTS

Under New Method of Tabulation Classifications Will Be Increased From 710 to 1,250 Separate Items—Co-operation Urged

A new method of tabulating export statistics is to be put into effect by the Department of Commerce on January 1, whereby the present classification of 710 items will be increased to 1,250 per cent of a total of 1,250 separate items. The new method also provides for the listing of exports by material groups, instead of by articles as at present, and where possible the physical volume of exports will be shown as well as the value.

The aim of this system is to enable business men to ascertain in the statistics the information in volume of their goods, on account of price fluctuations, which can be done under the present system in the classes which showed value only.

In order to completely tabulate the exports under this system, it will be necessary for American shippers to co-operate with the department by giving a detailed description of merchandise shipped abroad, or the various divisions "Shipper's Export Declaration" which must be filed with the collector where the goods can be cleared.

New points are also being established.



## A Group of the Best Blues Singers in America

2010 DOWN HOME BLUES.....By Ethel Waters

10 in. OH DADDY.....By Ethel Waters

### THE BIGGEST HIT OF THE SEASON

2019 SOME DAY, SWEETHEART.....By Alberta Hunter

10 in. HE'S A DARN GOOD MAN.....By Alberta Hunter

2018 MY CUP BLUES.....By Katie Crippen

10 in. WHEN IT'S TOO LATE.....By Katie Crippen

2032 ARKANSAS BLUES.....By Lucile Hegamin

10 in. JAZZ ME BLUES.....By Lucile Hegamin

### ANOTHER DOWN HOME BLUES

2008 HOW LONG, SWEET DADDY, HOW LONG? By Alberta Hunter

10 in. BRING BACK THE JOYS.....By Alberta Hunter

Immediate Shipment Guaranteed. We are at YOUR Service.  
PLACE YOUR ORDERS NOW

Pace Phonograph Corporation  
2289 Seventh Avenue  
New York, N. Y.





1922

A Prosperous New Year  
To All Pathé  
Dealers



PHONOGRAPHS

Pay The Dealer  
The Best Profit

---

*Write for our Proposition*

PATHE FRÈRES PHONOGRAPH CO.  
BROOKLYN, NEW YORK



## OTTO HEINEMAN REVIEWS THE TRADE SITUATION

President of General Phonograph Corp. Looks for Revival of Trade Following the Nation's Industrial Sickness of the Past Few Years

Discussing the business outlook for 1922 Otto Heineman, president of the General Phonograph Corp., New York, one of the recognized authorities of the industry, commented as follows:

"You want me to express an opinion on 1922 conditions? In these days when phonograph companies are going into receivership almost daily, it is hard for anybody to forecast anything about the phonograph business in 1922.

"I, personally, believe that, after so many companies have been eliminated—companies which started a phonograph business both in machines and records without knowing the foundations of the phonograph trade—our trade will gradually revive from the sickness of the last few years.

"We had not only an overproduction, but we had also, what was worse, many companies in our trade which called themselves phonograph concerns without knowing the least detail about the machine or record business. It was the idea of many people just to buy a cabinet, put in some mechanical equipment and then sell a phonograph. That this was wrong the past has shown!

"Then there were many people who thought if they hired some recorder who was in the business a few years they were in the record business. They did not know that the three leading concerns in the world in this line, Victor, Columbia and Gramophone, had spent millions of dollars before their achievements became worth while and that it took these companies many, many years until they were able to produce a good record and make money out of this branch of their business. I am afraid that many of these people realize the situation now.

"Looking back, the so-called independent phonograph industry looks like a graveyard. I regret all these casualties, but, I think in the long run those companies which are still in the running will benefit by it.

"The Victor Co. has shown, since its start how to run a business, not as to the quantity it produces, but the quality. If only a few of the manufacturers would have recognized what quality means matters might have been entirely different by now.

"America, the country of greatest wealth, America, the country of greatest progress, America, with its one hundred and ten million people, and people who are music loving, must create a phonograph trade in the future. I estimate that there are to-day more than ten million phonographs in use, but there are more homes being built every day, so there are wonderful opportunities for new phonographs every day; and have you ever thought what possibilities this opens up for the record business?

"The country has gone through a time of deepest depression. A severe crisis undoubtedly has been avoided through the wise leadership of our financiers, and now I firmly believe that a turn for the better has come. Unemployment is gradually decreasing. The cost of living has gone down considerably. Wages have been adjusted to present times. The railroads will, undoubtedly, decrease rates, and manufacturers, jobbers and retailers will adjust their prices according to this.

"I do not believe in any great prosperity in the near future. I think it will be a very slow process of readjustment, but I firmly believe that America will, one day, see prosperity again and then it will be a sound prosperity, a prosperity built up on a solid foundation and not on unsound war inflation.

"If our industry strives to give the public only the best—good phonographs and good music—I think our trade will come out on top, and those who have weathered the storm and who have learned through their experiences in these dark days of 1920 and 1921 will be the winners in the end."

**THE  
CABINET & ACCESSORIES  
COMPANY**

**145 E. 34<sup>th</sup> STREET NEW YORK**

A complete reference book for the phonograph dealer. One hundred pages, showing cuts and prices of record and music cabinets, and all standard phonograph accessories. A phonograph encyclopedia that every up-to-date phonograph dealer should have.

*Write for this catalog to your left record!*



**IN THE HEART OF NEW YORK**

\*  
We extend our  
Hearty  
Greetings  
for a  
Happy  
Yuletide  
and trust  
that the  
New Year  
will be  
a happy and  
prosperous one  
for you  
\*

### LAWSUITS SETTLED OUT OF COURT

It is understood that the lawsuits which have been pending between The A. Edison, Inc., and the Pullman Co. have been amicably adjusted out of court. Thus, A. Edison, Inc., had instituted a suit against the Pullman Co. to recover damages for the non-delivery of cabinets and the Pullman Co. had filed a counter suit. The matter was adjusted in such a way that the two companies will continue the friendly relations existing in the past.

### THE AFFAIRS OF THE CORNISH CO.

The Cornish Co., manufacturer of pianos and talking machines at Washington, N. J., has decided to ask for a receiver to conserve the assets and revive the business. The preliminary statement shows liabilities approximating \$120,000 and assets of \$186,000.

### GAELIC RECORD CO. ORGANIZED

The Gaelic Phonograph Record Co. has been incorporated in Delaware with a capital of \$75,000. The incorporators are H. F. Fox, H. G. Smith and F. W. Jones.

### IMPORTER WANTS "TALKER" PARTS


Washington, D. C., December 12—A New Zealand concern is in the market for talking machine parts, including motors, buzzers, etc., according to the Department of Commerce. Further details may be had from the Bureau of Foreign and Domestic Commerce if inquiry number 325 is mentioned in correspondence.

Louis S. Brown, talking machine dealer, at Denver, Col., has taken on the Brunswick line of machines and is pushing these instruments in his territory.

THIS IS A REPRODUCTION OF THE ENVELOPE CONTAINING  
THE  
**DISCO-GAMES**

**Play ROULETTE  
on your Phonograph!**

and  
**SEVEN  
MORE  
MOST  
WONDERFUL  
DISCO-  
GAMES**



**LOTS OF  
FUN  
FOR  
YOUNG  
AND  
OLD**

DIRECTIONS INSIDE  
**WESTERN ENVELOPE CORPORATION**  
MANUFACTURERS AND DISTRIBUTORS  
BROOKLYN, N.Y.

**WESTERN ENVELOPE CORP.,**

**65 Hope St., Brooklyn, N. Y.**

**500%  
PROFIT**

On a Small  
Investment  
for  
**JOBBERS  
and  
DEALERS**

**Disc-O-Games**  
Will make your  
Holiday Sales  
A Success

**Territory Open  
to  
JOBBERS**

Write  
at  
Once





**Your customers' Grafonolas need oil occasionally to give smooth service, and polish to preserve the natural beauty of their woods. Extra sales—ask your Dealer Service man.**

**Columbia Graphophone Co.  
NEW YORK**

#### MELITONE CO. ENLARGES CAPITAL

The Melitone Co., of New York, has announced that it has increased its capital from \$100,000 to \$200,000. The company, which was organized in 1918, has been successful in its business since its inception. It has a large and growing list of customers, and its sales have increased steadily each year. The company's success is due to its high quality products and its excellent service to its customers.

The company's new capital will be used to expand its manufacturing facilities and to develop new products. It will also be used to increase its advertising and sales efforts. The company expects to continue its growth and to become one of the leading manufacturers of its type of products in the United States.

The Melitone Co. is a private company, and its affairs are not subject to public scrutiny. However, its success and growth are well known to its customers and to the public.

#### FORBES-HUNTOON MUSIC CO. FORMS

Warren A. Forbes and L. C. Huntoon Plan Modern Establishment in Cheyenne

Warren A. Forbes and L. C. Huntoon, of Cheyenne, Wyo., have formed a partnership to operate a modern music store in Cheyenne. The store, which will be known as the Forbes-Huntoon Music Co., will be located on the corner of 10th and Lincoln streets. The store will carry a large stock of records, gramophones, and musical instruments. It will also offer lessons in music and piano playing.

The store will be managed by Warren A. Forbes, who has been successful in his business since its inception. L. C. Huntoon, who has been successful in his business since its inception, will be the other partner in the store. The store is expected to open in the near future.

The Forbes-Huntoon Music Co. is a private company, and its affairs are not subject to public scrutiny. However, its success and growth are well known to its customers and to the public.

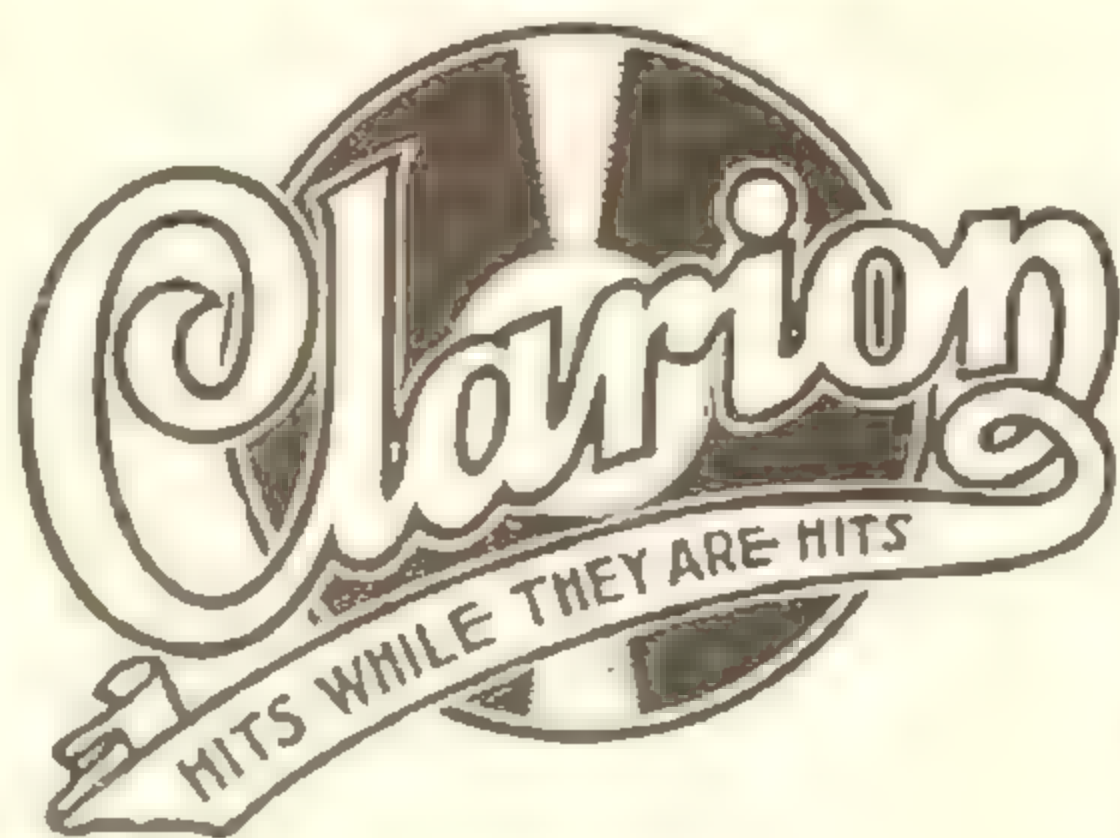
#### NEW STORE IN WASHINGTON, D. C.

The United Phonograph Stores, Inc., with executive offices in New York, have opened their first store in Washington, D. C., in the new City Club Building, 6th street, between Thirteenth and Fourteenth streets, N. W. The store has been fitted up in an elaborate manner. The line will include records, talking machines, musical merchandise and sheet music. The company plans to open several other stores in Washington in the near future.

#### NED DOUGLASS OPENS STORE

Ned Douglass, well known in local talking machine circles, has become owner and manager of the University Music Store, in the University District in Seattle, Wash. Mr. Douglass was formerly associated with the Seattle branch of the Columbia Graphophone Co. as sales manager.

Skinner & VanDeusen, of Worcester, N. Y., are selling Sonya photographs in their store.



## Increase Your Record Sales

CLARION OFFERS THE TRADE A QUALITY RECORD, retailing at a popular price, with a substantial profit for the dealer.

The "hits while they are hits" means a regular cash dividend each month because the Clarion satisfies.

Don't forget the Clarion is a fast seller, gives satisfaction and assures you an unusual profit.

*Clarion Offers Immediate Deliveries.  
Jobbers and Dealers, Write.*

**CLARION RECORD COMPANY**

56 BLEECKER STREET

NEW YORK CITY

#### SOME OF THE NEW RELEASES

"Song of Love"  
"Salomay"  
"Wabash Blues"  
"Everybody Step"  
"I Want My Mammy"  
"Birds of a Feather"  
"I Got the Red, White  
and Blues"  
"April Showers"  
"That's How I Believe  
in You"



## EDISON RECORDS BY CONRAD'S ORCHESTRA ARE POPULAR

Among the orchestras recording for Edison recreations is Conrad's Orchestra, which has

made a very famous name for itself with the fashionable patrons of The Casino at Newport.

The Edison recreations of selection played by this distinguished orchestra have been very popular sellers and at the present time are steadily growing in popularity with phonograph owners throughout the country. The orchestra as will be noted from the illustration herewith, does not include any strictly jazz instruments. It is in the truest sense an artistic body of capable musicians who have won a large following among critical audiences.



## BALTIMORE A LIVE TRADE CENTER

Cohen & Hughes, Victor Wholesalers, Report Substantial Business Improvement in That City and Vicinity—Dealers Are Aggressive

BALTIMORE, Md., December 7. Cohen & Hughes, well known Victor wholesalers of this city, report that business has shown a remarkable improvement during the late fall, and especially during the past two weeks. The retailers naturally felt the business depression current throughout the country, declares H. T. Bosch, assistant sales manager of the company, but taking everything into consideration, the dealers handling our products have been extremely fortunate, and, while some are running behind last year, there are quite a few who are running even and even ahead of last year's figures.

They have been very optimistic regarding the Christmas business and have backed this optimism in many instances by anticipating their requirements and stocking up to meet them. The shortage of Victrolas, however, is keenly felt, and our dealers are even now clamoring for shipments against their standing orders with us.

From what we are able to ascertain stocks of wholesalers in this section have long since been exhausted and all machines are being shipped out on back orders as soon as received.

From what information we have it would seem to us that the machine business has held up to a greater degree than the record business.

We are unable to give any figures as to the period and console models sold in our territory, due to the fact that the Victor console model has been so extremely scarce that we have not been able to get a line on what its normal sale would amount to.

The local condition which we believe has benefited us is the fact that our industries are widely diversified and we are not dependent on any one industry or group of industries for prosperity. This has prevented very serious depression, such as has occurred in the cotton section of the South and in some cities of the Middle West which depend largely on the automobile industry.

We have found that our dealers can help themselves materially by proper advertising and aggressive methods. We have seen it illustrated again and again that the dealer who is 'on his toes' using every means available to get business is getting it, while other dealers who are still waiting for business to come their way are not getting it.

## DUPUIS CO. FEATURES VICTROLAS

New Britain, Mass., December 9. The Dupuis Piano Co. has completed the remodeling of its store, which is now one of the most attractive in New England. The main floor of the establishment is given over entirely to the display of Victrolas. Sound-proof demonstration booths and special record racks have been installed for the convenience of patrons.

## TIMELY OKEN SUPPLEMENT

One of the features of the January supplement of Oken records is a group of special Christmas records, which, of course, makes a distinctive appeal at this time of the year. There are also listed six classical selections from the Fontana library, including selections by several famous artists. The regular supplement features the leading vocal and dance hits of the day, together with a group of instrumental, sacred and Hawaiian selections that round out the supplement.

## INCORPORATED IN NEW JERSEY

The Clarke Phonograph & Record Co., of Newark, N. J., has been incorporated at Trenton, N. J., with a capital stock of \$250,000 to deal in phonographs. The incorporators are: Wallace M. Rogers, of Chicago, Ill.; George H. Clarke, of Newark, N. J., and Frank Lappen, of New York City.



The Most Dependable and Inexpensive Lid Support on the Market

The new channel support is constructed of one piece of metal and it works automatically perfect. The hinges are made in two styles—flexible and bent. Samples on request.

STAR MACHINE & NOVELTY CO.  
81 MILL STREET BLOOMFIELD, N. J.

## INTRODUCES PHON-O-MUTE

Paddack Products, Inc., Places Tone Regulator on the Market—Requires No Adjustment

The Phon-o-Mute, a new tone regulator has just been placed on the market by the Paddack Products, Inc., a concern recently incorporated under the laws of the State of New York for \$20,000. The company has opened offices at 148 Broadway, New York, and a sales campaign has already been inaugurated. The president of this new concern is S. D. Paddack, who seven years ago introduced the Paddack diaphragm, which met with considerable success in the trade, and who is the inventor of the Phon-o-Mute. Samuel Amador S., identified with the talking machine industry for several years is vice-president of the company and J. H. Carbone, a prominent Panama business man, is secretary and treasurer. The Phon-o-Mute, which has a number of distinctive and interesting features, may be attached to the stylus of any sound-box and requires no screws or adjustment.

One may walk over the highest mountain one step at a time.

## Doing One Thing Well

THE development of window displays into the front rank of advertising and selling mediums is responsible for the growth of Einson Litho as the foremost window display specialists in the country.

Window displays and dealer helps—from the underlying idea to the completed lithographed product—are created by an organization it has taken a score of years to build up and perfect.

A completely equipped lithograph plant, a carefully selected studio of artists and a capable merchandising and copy department, furnish the personnel of the Einson Litho Organization with the well nigh perfect tools for high-class production of window displays and other lithograph material.

Call Us In For An Idea  
Or An Estimate

EINSON LITHO  
INCORPORATED

Executive Offices, Art Studios and Manufacturing Plant

327 East 29th Street

New York City



**Long Island City, N. Y.**









**Follow up your Christmas gift envelopes with Gravure Delivery Bags featuring exclusive Columbia stars; send a smiling selling message home with each customer's new records. Ask your Dealer Service man.**

**Columbia Graphophone Co.  
NEW YORK**

### BIG HOLIDAY TRADE IN BALTIMORE

**Leading Members of the Trade Make Encouraging Reports Regarding Holiday Trade Outlook—Miss Martin's Good Educational Work—C. B. Noon Not in Talking Machine Business**

BALTIMORE, Md., December 5.—Christmas sales, which started in early this month, gave every indication of breaking records in Baltimore and vicinity, in fact, prospects are dealers will be practically cleared out when the holiday season is over. This is already apparent in the sales here of Victor machines, according to H. F. Busce, manager of sales of Cohen & Hughes, the local distributors. He said a merchandise shortage exists to day as far as the Victor products are concerned, as their stock was badly depleted already and they had a number of standing orders which they are hoping to be able to fill with a shipment from the factory.

#### Carloads of Columbias

The Columbia agency also reports prospects good for a big Christmas business, in addition to the carload lot proposition which is being worked up in this territory. These dealers in the Baltimore branch have already bought carload lots, shipments being made to W. P. McCoy, Charlotte, N. C.; Meyers & Latham, Norfolk, Va.; and Gorman's Inc., of Bristol, Va. Several local dealers are considering the proposition with the idea of pushing it in addition to their regular Christmas trade.

#### Good Educational Work

Miss Martin, of the educational department of the Columbia Co., who has been working in the Baltimore branch for the past six weeks, has gone to Philadelphia. During her campaign here Miss Martin gave demonstrations at the Eastern and Western High Schools and Teachers' Training School. Other places in the Baltimore territory visited were Norfolk and Roxboro, Va.; Kennebec, Durham and Winston-Salem, N. C. While in Virginia Miss Martin attended the State convention of teachers. Her work here was highly successful and Miss Martin will return for another campaign early after the new year.

William H. Swartz, a local boy and one of the "eye wires" of the Columbia, has been taken from regular territory and given a "roving commissioner" anywhere in the Baltimore territory. It was largely through his efforts that two of the three carload orders were given and he has left to assist the dealers in putting across the

deal after which he will make a drive for carload orders in Baltimore.

Richmond & Dougherty, of Gales City, Va., who have been in the talking machine field less than three months, are doing a fine business, judging by the orders received by wholesalers here. Hardly a day passes, it was said, without an order for something being received from the firm. They are using a truck service in addition to their store, opening up new territory with very good results.

A. B. Fisher, formerly manager of the talking machine department of Landon & Bros., of Washington, is now managing the phonograph department of the local Victor-Bingham House.

Cassinger Bros. have opened up a new Columbia Shop at 1841 North Gay street. They have fitted up a very large department and are carrying a complete stock.

In the Baltimore office of this paper last month it was stated that C. B. Noon, the well known pianist, formerly with the Kralup-Schubert Piano Co., had joined forces with Frank P. West and would open a music store in this city.

This is strictly incorrect. Mr. Noon has not made any arrangement with the local Victor or was on his way up to make them. The Victor agent, Mr. Noon, has joined forces with Mr. West and is reported.

Mr. Noon's plans for the future have not yet been announced, but it is not improbable that this prominent member of the trade will be heard from within a very short time.

### EFFECTIVE WINDOW DISPLAY

The Community Music Temple, 304 West 207th street, New York, recently made a special drive on Sonora music, its windows being exclusively for the display of the various models.



**How Community Temple Featured the Sonora**  
One of the features of this display was a swinging bell which was designed from a "Sonora Bell" poster with a clock mechanism. The bell, swinging back and forth, was decidedly unusual and contributed materially to the effectiveness of the display.

### LINK'S MUSIC SHOP ENLARGES

**Old Cincinnati Concern Doubles Floor and Window Space by Converting Present and Adjoining Building into One Large Store**

CINCINNATI, O., December 5.—George H. Link, one of the first talking machine dealers in Cincinnati, recently converted his Music Shop and an adjoining store into a single large and up-to-date establishment at a cost of approximately \$50,000.



Where Geo. H. Link Holds Forth

The addition doubles the floor space of the store and also doubles the store front. Mr. Link occupied one half of the present building in which his business has been housed for many years. Last spring his son, George H. Link, Jr., musician and former member of the Cincinnati and Detroit Symphony Orchestras, came home for a vacation and at that time Mr. Link became ill and his son was forced to stay on and take over the business. When Mr. Link was able to return, he decided to induce his son to enter his musical contracts and enter the business as a partner. The partnership was formed and they then decided to take over the adjoining store and to remodel the building. The new store has a floor space of 1,440 square feet. An additional room in the rear of the building is devoted to repair and repair work. The store has two front entrances and a large attractive show window. Link carries a complete line of Victor records and Q. R. S. music rolls. The store is located at 1711-13 Vine street.

### RUSSELL BRANCH IN SANFORD

SANFORD, Fla., December 8.—The L. A. Russell Co., manufacturer of talking machines, with headquarters in Augusta, Ga., has located its headquarters for the central part of the State here. J. B. Huntermaster has been placed in charge of the local branch.

See Advertisement on page 153

TRADE MARK  
**DISC-O-GAMES**  
PAT. APPLIED FOR

### "SUPERB"

Semi-permanent needles are giving entire satisfaction wherever used.

Retail 1 for 25c. Liberal discounts to dealers and jobbers.

Send for Samples

**MELLOWTONE NEEDLE CO.**  
Ansonia, Conn.















# EDISON BELL

# WINNER

GRAMOPHONE RECORDS

CABLE  
"PHONOKINO,  
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, **J. E. HOUGH, Ltd.**, 62 Glengall Road, London, S. E. 15, England

## FROM OUR LONDON HEADQUARTERS—(Continued from page 161)

Zealand from any country with an appreciated currency will be assessed on the basis of the current rate of exchange instead of on the mint parity value. The present method of arriving at the duty on goods from a country like America was the result of largely cancelling the preferential rate accorded to British manufacturers under the New Zealand tariff. In future, therefore, British exporters will apparently enjoy the full benefit of the preference.

### New Trade Protective Act Not Generally Liked

The safeguarding of the Industries Act may be said to have been born of a depreciated currency. Because of the low value of the mark here German goods were simply forcing our own manufacturers out of the field. Some protection became absolutely necessary and thus was born this new Act which under certain conditions, imposes an additional import tariff of 33.3 per cent. It is really more or less useless because it is unlikely to handicap the sale of German goods here while the mark stands at the present exchange rate of over 1000 to the pound sterling. Thankful for small mercies, most of our trade associations support the Act. The Scottish music merchants, however, are in some ways at variance with the terms and, of course, individually, the Act is not regarded as an unqualified blessing for obvious reasons.

### The "Clitophone"—a New Invention

From a progressive viewpoint the science of sound reproduction has not advanced a great deal during the past decade, though we must hasten to admit due recognition of the many improvements which have taken place, often, it must, however, be said, at a cost of time and money incommensurate with results achieved commercially. The science of recording and reproducing sound is undoubtedly one of the wonders of the age. Yet by the present system, it cannot be said to have attained absolute perfection. We believe the road to success is through an entirely new channel of investigation—for instance, photography. Be that as it may, the present day method is good in that it brings to us a fair and entertaining replica of the art of the world's musical genius—a gramophone blessing in very truth.

These few introductory remarks will enable our readers to visualize in correct proportion the change made in behalf of a new gramophone, the Clitophone, which was recently demonstrated to a large gathering of pressmen at Claridge's Hotel. It is the invention of W. E. Clifton and has been taken up commercially by the Clappell Piano Co. Ltd. Mr. Clifton claims that his gramophone reproduces with mathematical exactness and proper musical proportion every characteristic of voice or instrument; that "one of the first problems which presented itself was to form an 'articulation' or hinge for the 'stylus bar' which should have no 'shake,' no loss of motion, should present rigid resistance to the drag of the needle, should not give way under the powerful vibrations imparted by the

undulations of the record, and yet should allow movement through a large arc without friction. This mechanical problem was solved by the use of four spring blades which flex about a common axis, two of them taking needle drag along their length, while the other two oppose the blows from the record undulations.

"The next problem was to provide a method of pulsating the air in exact proportion to the record waves. The effective part of the Clitophone diaphragm consists of two reeds, balanced one against the other and mounted so that they may both rock together in the arc of a circle described from the articulating point of the stylus bar. The periphery of the diaphragm is made resilient so as to act as the 'bow' and to allow a very great degree of flexibility to the reeds, the sounds generated by which are thus produced and emitted with such delicate modulations as to conform to the original producer."

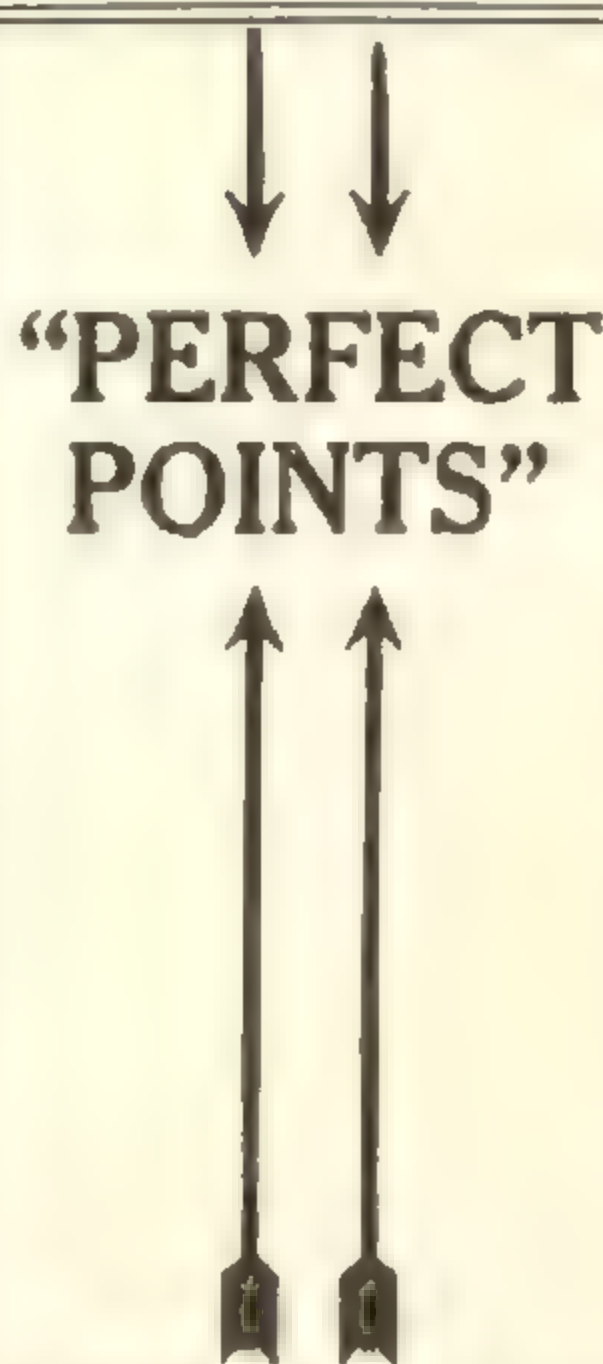
In construction the "Clitophone" follows much the usual lines except that the sound box plays with its face to the record as in the playing of a phonograph disc.

As to the demonstration, we think it was carried out on very fair lines, allowing of close comparison between one of the leading gramophones and the Clitophone. Each record played on the former instrument was immediately afterwards lifted onto the new instrument. The same type of needle (spear pointed) was used in each

case. Between the two instruments we were not over-impressed with the orchestral reproductions, but as regards the vocal and violin records the Clitophone certainly registered an improved delivery. It treated us to the best renderings of a violin, male and female voice records we have heard; of a fidelity as near perfection as seems possible under the present system of sound recording. Against the somewhat technical claims of the invention we have given a frank opinion of actual results achieved by the Clitophone, which we believe has so far justified itself as to merit the unstinted praise and support of all who may hear it.

### Back to the Small Record

In the good old days when disc records began to make sales headway against the cylinder manufacturers were satisfied to constrict the recorded music and song to space available on discs of about seven inch diameter. We have since progressed in stages to the ten-inch, eleven-inch, twelve-inch and fourteen-inch, up to the one-size 18-inch twenty-inch wheel. Now, apparently, we are carried right back not in gentle stages, but at one stroke, by the issue of five and one-half inch diameter records. Worthwhile stores have a card-board-bellows covered disc which sells at sixpence. The latest, however, is a real gramophone record—the Bell-recorded and manufactured on just similar lines to its 'big brother' by the makers of "Winner" and "Velvet Face" records—J. E. Hough, Ltd., this city. At 1.3 retail the Bell is good value.



## BRITAIN'S BEST Gramophone Needle

(Guaranteed made from High Carbon Steel)

IS MADE BY

**W. R. STEEL, of REDDITCH,**  
Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

### RESULT:

A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality

INQUIRIES SOLICITED

Special Quotations for Quantities

Manufacturer of all Kinds of Sewing Needles



It will, of course, play on all kinds of gramophones. Of the recorded music and song quite a fair share will specially appeal to the young sets, for there is ample provision of "Little Nigger Boys" and such like nursery rhymes. On other records there are recorded fair excerpts of popular songs, instrumental numbers by the Band of the H. M. Irish Guard, pretty bell solos, etc.

There is thought to be a good steady demand for these small discs, the progress of which will be watched with very keen interest.

#### Miscellaneous News Items From All Quarters

It is good news to learn that the Standard Mfg. Co., maker of the "Vesper" products, has not entirely closed down as Dame Rumor would lead us to believe. On the contrary, I am authoritatively informed that the firm is simply in process of reconstruction.

From an output of but half a million needles three years ago to 15,000,000 per week at the present time is the proud record of W. R. Steel, Ltd. The product of this well-known Redditch house is as good as its service.

The "Renown," on which H. R. H. the Prince of Wales is making an Empire tour, is well equipped musically. Apart from the usual instrumentalists, the ship carries a complete jazz outfit supplied by the Murdoch Trading Co. and one of the best new portables, "The Grippa," supplied by the Southsea agent of Perophone, Ltd., London.

A German trade journal reports that the Lindstrom and the Polyphone companies have agreed to increase the price of their twenty-five and thirty-centimeter records from 22 to 27 marks and from 27 to 40 marks each respectively.

English Clocks & Gramophones, Ltd. in liquidation. There is a possibility that this firm may be reorganized under entirely new management. If so, the buyers will discharge the debts of the company.

#### New Zonophone Record Issues

From the British Zonophone Co. comes a batch of comprehensive music, vocal and instrumental, all on the ten-inch size. Outstanding is

#### FROM OUR LONDON HEADQUARTERS—(Continued from page 162)

record No. 2169 by the famous prize winning band of the St. Hilda Colliery, "Danse Antique," and it is a decidedly welcome change from the modern terpsichorean musical phase, and this, coupled with a fine stirring march, "Victors' Return March," represent a brace of acceptable items, both brilliantly rendered, that will mean big sales all over the country. No. 2179 is an unique record rendering of "Faust," Selections I and II, by what is described as an accordion ensemble. It is certainly good, in parts more like an organ playing than anything else, which, in some measure, bespraks the remarkable range of the accordion scale. On 2171 are given a couple of tenor songs by Harold Wilde, "The Home That Means Heaven to Me," a first-class sentimental song with a vengeance, and "A Song of Joy," which is much more robust. Both are well rendered by Mr. Wilde. Two numbers by the late Billy Williams on 2178 are of his usual laughter-conveying order, "She's Coming Home To-night" and "Why Do You Think I Look So Gay." In these records every word can be clearly followed. A couple of sentimental, "Lonesome" and "In the Days of Make Believe," by Herbert Payne, are well recorded on 2173. Messrs. Payne and Woodville contribute on 2170 "When the Xmas Bells Are Ringing" and "Let's All Be Good Pals Together."

#### A Lecture of Practical Value to Dealers

"The Construction and Repair of Gramophones" was the subject of a series of lectures and demonstrations by Walter Coombes, of the "His Master's Voice" Co. They were given at such important Scottish centers as Aberdeen, Dundee, Edinburgh, Glasgow, under the wing of the Scottish Music Merchants' Association. Space precludes mention in detail of the many useful hints and valuable advice imparted anent the uses and abuses of component parts, like the motor, sound box, needle, speed regulator, etc., but it may be said that Mr. Coombes handled his subject to the practical advantage of his audiences, comprised of "His Master's Voice" deal-

ers, their mechanics and other interested parties. These lectures are being repeated, since they link up the company's direct training of their dealers with the factory.

Walter Coombes, by the way, is, incidentally, in charge of the "His Master's Voice" Co.'s Indian factory.

#### "His Master's Voice" Interesting News Items

To insure accuracy of tone, the Gramophone Co. has introduced a new testing device. Its rotating arm produces centrifugal force. It is calibrated and will indicate whether one's turntable is giving the correct revolution of 78 per minute. Let the public find this speed test a necessary, obtainable through all "His Master's Voice" dealers.

A classified catalog of records of educational value is announced. It has been compiled as a guide to music teachers and students of the most suitable records for educational purposes. The catalog is really supplementary to "Learn to Listen" by means of the gramophone.

A handy tool set has been issued. It will prove of immense value to "His Master's Voice" dealers, as, having been specially made to suit these instruments, repairs and adjustments are thereby simplified.

Yet another new line is a beautiful filing cabinet to hold one hundred ten or twelve each "His Master's Voice" records. A simple lever system enables any record to be instantly released for use. A complete index makes for easy reference.

Specially designed record stands and frames for shop window display of this company's records is another feature of the month. By their means dealers are enabled to make more effective displays than formerly.

#### "Popular" Sales Necessitate Night Shifts

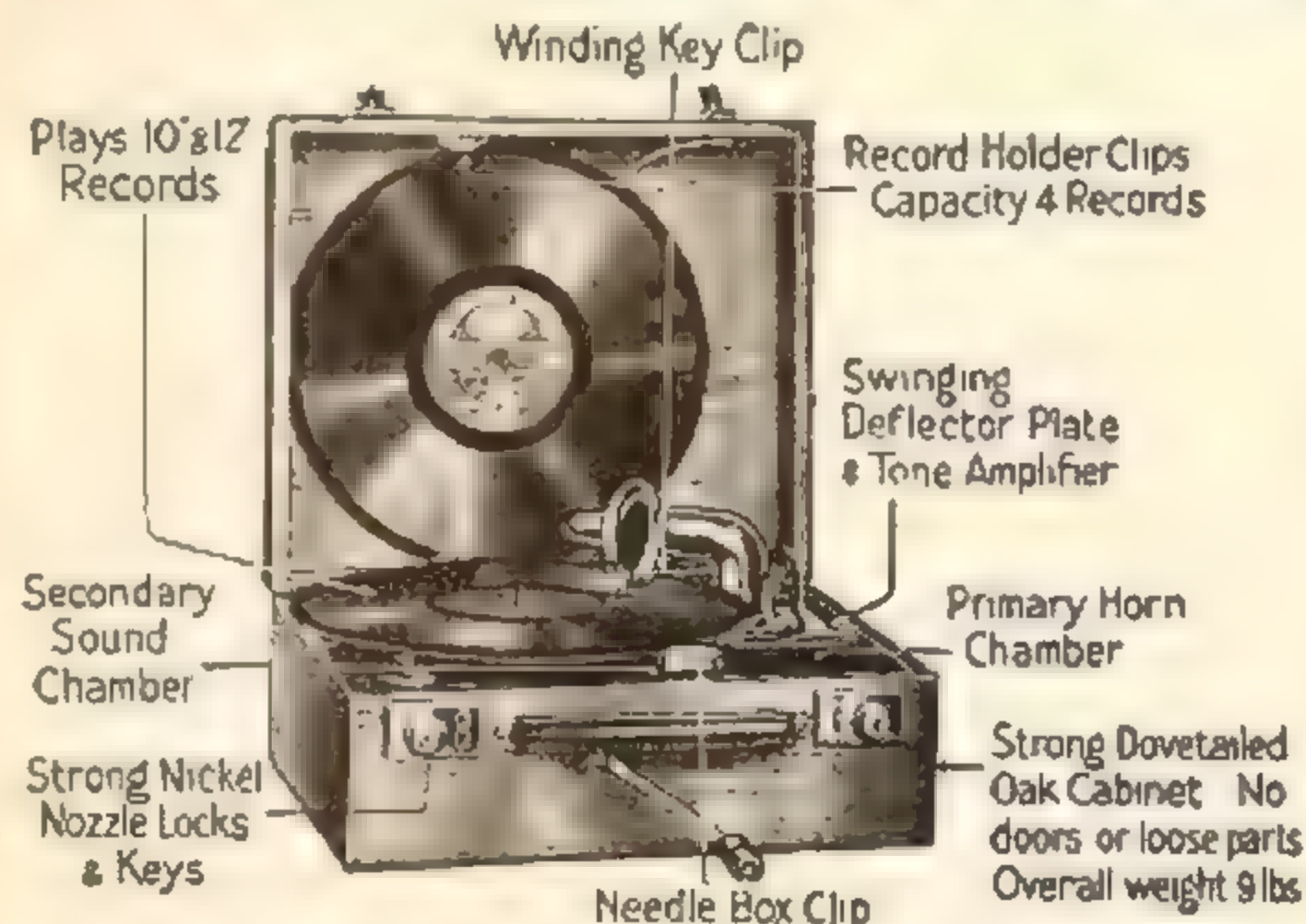
A big new list of "Popular" records has just been issued by the Sound Recording Co. This

(Continued on page 164)

# Grippa Portable Gramophone

(Patents pending all countries)

Marketed in Great Britain less than three months ago, it has leapt into popularity with amazing rapidity. The most perfect manufacturing and selling proposition in the Gramophone World.



1. Perfect tone reproduction equal to a cabinet model.
2. Travel proof and fool proof.
3. Extraordinary low factory costs.

Model 3, as sketch, produced, sold and delivered to the retailer—Thence to the public at eighteen dollars. Showing full manufacturers' and jobbers' profits.

For exclusive manufacturing rights for U. S. and Canada under royalty apply to patentee, H. J. CULLUM, Managing Director, care of

**PEROPHONE, Limited, 76-78 City Road, London, England**



## Horn, Hornless and Table-Grand GRAMOPHONES

FOR  
**EXPORT**

Please State Your Requirements

**REX GRAMOPHONE CO. 2 Elizabeth Place  
Rivington Street, LONDON, E.C. 2, England**  
Cable Address "I. gramophone, London"

city. They include over forty dance items, comprising most, if not all the recent favorites. This represents real service and accounts for a good deal of the business now necessary at the factory in orders for the Christmas trade are to be fully executed in time. In recent conversation with the managing director of this company I was informed that trade is so brisk at the moment as to necessitate the running of a night shift. Both of the "Popular" factories are in good shape, working at full pressure in an effort to keep output level with the great demand for these records. My informant, Mr. Chapman, is particularly pleased with domestic sales, but avers that, while he is booking a fair amount of export business, it is not as good as it should be. The reason, he thinks, is twofold: financial stringency prevailing upon purchase, the result of economic depression and depreciated money exchanges. A world wide trouble is this!

### Some Federation News

The Federation of British Music Industries is making arrangements to entertain trade commissioners from abroad on the occasions of their visits to London. They will invite trade commissioners to interview manufacturers at their offices and to give them information concerning overseas possibilities for British goods and will also entertain them at luncheon and at dinner in order that they may be brought into close connection with as many manufacturers as possible.

### Newspaper Propaganda

The newspaper propaganda reached during the month of September a level higher than any yet attained. The amount of space secured in various journals throughout the country was 865 inches editorial column. This increase is largely attributable to the growing list of papers which print the Federation articles.

### Annual Dinner and Convention News

The Right Hon. Viscount Birmaham has ac-

## FROM OUR LONDON HEADQUARTERS—(Continued from page 163)

cepted the Federation's invitation to be the chief guest at the third annual dinner, which will be held on January 20 in the King Edward VII Rooms at the Hotel Victoria.

The convention committee have recommended that the convention next year should be held at Blackpool.

### Merchandise Markets Act

Having seen certain advertisements of music goods which have appeared in Canadian trade papers without the country of origin being disclosed the Federation has made careful inquiry into the matter. It has discovered that under the existing Canadian law the Merchandise Marks Act does not obtain in that country.

## TRADE NEWS FROM PORTLAND, ORE.

### Sherman, Clay & Co.'s New Wholesale Quarters—Miss McClusky's Great Educational Campaign—C. W. Jones With Allen—Other News

PORTLAND, Ore., December 5.—The wholesale home of Sherman, Clay & Co. (Homer Hunt, manager) has been moved from the quarters in the Bank Building on Fourth Street to a bigger establishment at 487 Gibson Street. Mr. Hunt avers that he now has 1,000 square feet for the Victor business, or two and one-half times as much space as in the old location.

Lucy McFarland McClusky has returned from San Francisco where she was sent through the courtesy of Mr. Hunt to assist in the music work and to see money collected and completed in that city. She returned in time to help with the Portland music work and Mr. Hunt turned her over to the Convention Service and she has, asperses, two held and the day is calling for time and ability to the cause. During the week she has appeared in three concert lectures at the Sherman, Clay & Co. store, several at the music product store, one at Macy & Frank's talking machine department and one at the Powers Furniture Co. talking machine department. She has lectured on "Music in Education" and has been a big factor in making the week a success.

Roy Bold, former manager of the phonograph department of Lipman, Wells & Co., is very active in the business being done in the South and from week to week.

Carl W. Jones, for the past several years wholesale manager for Oregon of the Columbia

A new act, however, will come into force on January 1 next, under which all goods imported into Canada must be marked with the name of the country of origin. This insures securing information of value.

### The Price of Shellac

Though the usual little "lac" insect is still active in behalf of our industry it is supremely indifferent to its value. Man is not so, however. As soon as the record trade put higher the wages on the market were duly manipulated and up went the price of shellac. The price to-day is in the neighborhood of 2.350 per ton. A further rise may be anticipated if the gramophone trade keeps busy.

Graphophone Co. has resigned and affiliated with the piano department of the W. E. Allen Co. in this city. His place with the Columbia Co. has been filled by W. F. Smith.

T. E. Hopkins, manager of the Strandway Phonograph Co., reports better business conditions.

Miss A. L. Tracy is the new manager of the phonograph department of the Jennings Furniture Co., which heads the Columbia agency.

The record business in Portland has taken a considerable jump and all dealers report more lively buying.

Hugh T. Campbell, who for nearly two years has been the manager of the Portland branch of the Bask & Lane Co., has been recalled to Seattle and J. C. Gallagher, who has been sales manager and assistant to Mr. Campbell, has been appointed manager.

Lucy McFarland McClusky, of Sherman, Clay & Co.'s who's department was elected to the office of corresponding secretary at the annual meeting of the Oregon Music Teachers Association held in Portland November 25 and 26.

L. B. Hunt, of the Hyatt Talking Machine Co., reports the sale of an Edison disc phonograph to a customer who previously had bought five Edison gramophones in the course of several years. The customer explained to Mr. Hyatt that he gives his Edison away to his relatives and friends.

Paul G. H. formerly associated with the Silverstone Music Co., St. Louis, Mo., distributor of the Edison phonograph in the South, is now connected with the Edison Phonograph Sales Company, Indianapolis, as manager.

# You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



The oldest and leading music trade weekly, which covers every branch of the industry

## It Contains

*Instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States*

**"Review the Music Trade With Us"**

Send your \$2 now for a full year's subscription to

**THE MUSIC TRADE REVIEW**  
373 FOURTH AVENUE  
NEW YORK

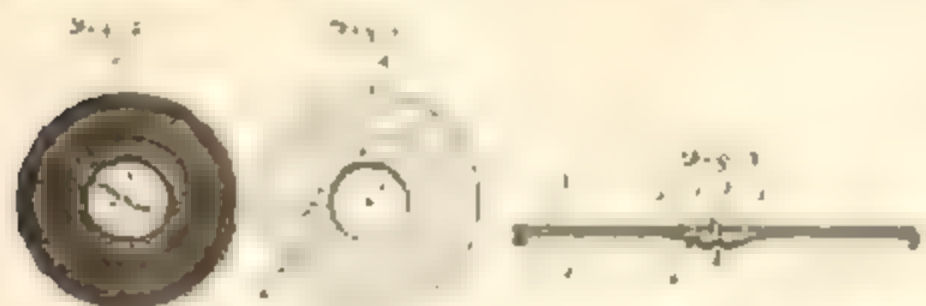


# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 8.—**Phonograph Record and Table.** Bertram J. Kige, Manitowish, Minn. Patent No. 1,391,737.

This invention relates to a phonographic record and table therefor, the principal object of the invention being to provide means for facilitating the removal of the record from the table. Another object of the invention is to render it unnecessary to touch that part of the record which contains recording grooves and making the record easy to handle.

Figure 1 is a face view of a record constructed in accordance with the invention; Fig. 2 is a face



view of the improved turntable, Fig. 3 is a sectional view taken through the improved turntable, with the improved record thereon.

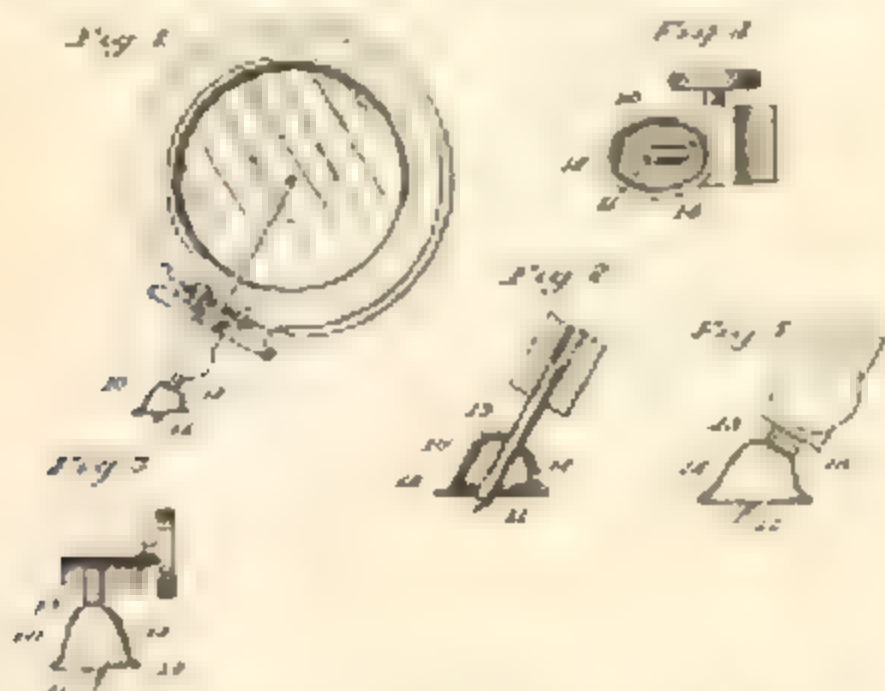
**Phonograph Needle and Resonator Therefor.** Rudolph Steimert, New Haven, Conn. Patent No. 1,391,425.

The present invention relates to phonograph needles and resonators therefor and has for its object to provide an improved resonator which will increase and clarify the reproduction, eliminate the metallic quality noticeable in some reproducing devices now in use, and in which the amplified tone will be of purer quality and the disagreeable crepitations so often found in using the ordinary needle and which materially detract from the present rendition of music, are practically done away with or so modified as to eliminate any disagreeable results.

A further object of the invention is to so arrange the resonator relative to the stylus as that it is held in proper position with respect to the inclined needle, so that it may be utilized with reproducing mechanisms now in use without the need of specially designed parts.

The objects aimed at are accomplished by providing a resonator, preferably formed as a thin metal shell, so shaped and disposed with respect to the stylus as that it gives the greatest amplitude of sound and it across in reproduction without in any way interfering with the tracking of the point over the record or with the insertion of the needle in the holder of the usual reproducing apparatus to which it is applied.

Figure 1 is a view in side elevation of a resonator and needle made in accordance with the



invention, the reproducing apparatus being conventionally shown, Fig. 2 is a sectional view of the resonator and needle, Fig. 3 is an end view looking from the left in Fig. 1, Fig. 4 is a bottom plan view, Fig. 5 is a view of a reproducing apparatus conventionally shown, with the resonator attached to the needle holder.

**Universal Reproducer.** William Gentry Shelton, New York. Patent No. 1,392,062.

This invention relates to talking machines and has for an object to provide a reproducer which is capable of operation by any of the present commercial forms of talking machine or phono-

graph records. At the present time there are two types which predominate, namely, one wherein the tracing element of the reproducer is moved by means of modulations at the bottom of a groove, and the other wherein such element is moved by the summities or the lateral sides of the groove.

In order to make the records interchangeable between these two classes of instruments, it has been necessary to use two sound boxes with complete apparatus. According to the present invention but one sound box is necessary and this will automatically accommodate itself to whichever type of record is presented to it.

Figure 1 is an end view of a sound box equipped with the invention; Fig. 2 is a side elevation of the device shown in Fig. 1, some of the parts being broken away to reveal the parts lying behind; Fig. 3 is an enlarged detail of some of the parts illustrated in Fig. 2, the record



in this view being of the hill-and-dale type. Fig. 4 is a section taken on a plane at about the line 4-4 of Fig. 2 looking from the right hand side, or in the direction of the arrows, the record in this view being intended to represent the lateral type, and Fig. 5 is a section taken on a plane at about the line 5-5 of Fig. 2 looking from the left-hand side, or in the direction of the arrows.

**Talking Machine Horn.** Joseph Wolf, Brooklyn, N. Y., assignor to the Sonora Phonograph Corp. Patent No. 1,392,037.

This invention relates to certain improvements in talking machine horns constructed of laminated material. This application is a division in part of co-pending application filed April 28, 1915, and numbered serially 24,450 (series of 1915).

Mr. Wolf has discovered that with the ordinary wood horns for talking machines the sound waves penetrate the wood to a considerable degree, the force and color are more or less lost, and that because of such absorption relatively thin tones are produced with the consequent tendency to rattle on high notes and produce audible needle scratch. When producing great volume the scratch increases with the volume part of the tone is absorbed by the wood, and the scratch is apparently magnified.

He has also found that by increasing the number of laminations of a veneer horn above three, the number commonly employed, to a greater number, with the grain of each alternate layer running in opposite directions, a greater volume of tone with more force and warmth is produced, but with less audible needle scratch than is possible with horns of three laminations, for the reason that the tone is all projected through the mouth of the horn and thus the scratch is not magnified by any increased horn area but remains relatively the same, and the greater volume and force of tone which is projected from the mouth of the horn draws or snatches it, and this proportion of scratch to volume is always the same even with varied volumes produced by the use of different toned needles.

He has discovered that by coating the outside of the improved horn with a material such as silicate of soda, an improved result is obtained. This is probably due to the fact that such sound waves as penetrate the material of the horn are reflected back.

Sound of the horn is not lost, but is reflected back into the horn, and the sound is thus increased and the tone is improved.

The object of the present invention is to produce a horn for talking machines, the sound of the horn is such as to be heard and clear and not muffled, and the sound is not lost, but is reflected back into the horn, and the sound is thus increased and the tone is improved.

Figure 1 is a horizontal view of a talking machine cabinet showing a horn in position;

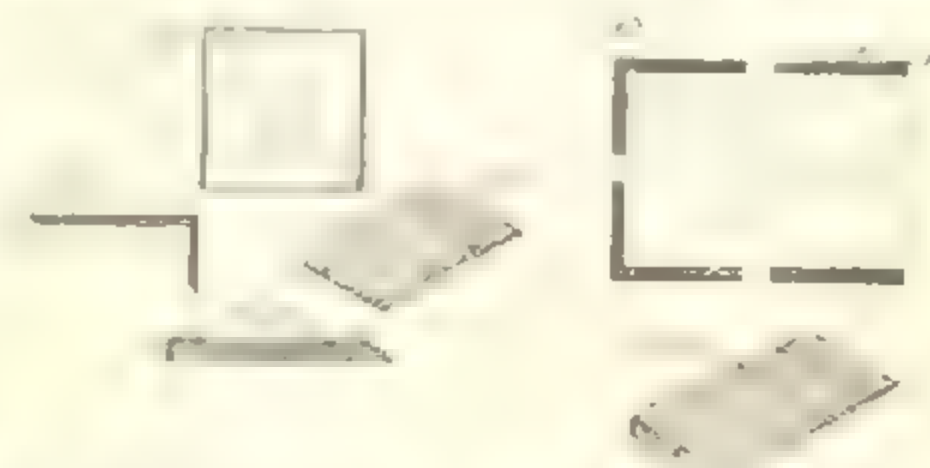


Fig. 2 is a sectional view, on an enlarged scale, showing a corner view of the horn; Fig. 3 is a perspective view of a portion of a wall of a horn; Fig. 4 is a detail side view, on a very much enlarged scale, of a portion of a wall of a horn showing a modulation; Fig. 5 is a detail section view of a horn showing a modulation; Fig. 6 is a perspective view of another modulation.

**Phonograph Needle.** Theodor Fletcher, San Antonio, Texas. Patent No. 1,391,884.

This invention relates to improvements in needles for phonographs and an important object is to provide a needle of the above-mentioned character, which by being turned upon its longitudinal axis, will function as a soft, medium or hard needle.

Another object is that by making the shank of the needle more flexible in one position than it is in another it is capable of absorbing most of the strong vibrations communicated to it from the record and by so doing cut them out from reaching the diaphragm and so play softly, at the same time preserving the overtones which add so much to the rendition of the music, but which are often lost in reproduction.

Another object is to obtain the improvement to the shank of the needle so that the same principle can be employed with needles having a "tungsten" or "jewel" point, besides the solid steel one, so that all makes of records can be played with needles having the improvement with various degrees of sound as desired.

In the accompanying drawings Figure 1 is a side elevation of a needle embodying the invention; Fig. 2 is a similar view with the needle turned at an standard angle to Fig. 1; Fig. 3 is a side elevation of a second form of needle embodying the invention; Fig. 4 is a side



elevation of a third form of needle embodying the invention; Fig. 5 is a similar view of a fourth form of needle embodying the invention; Fig. 6 is a similar view of a fifth form of needle embodying the invention; Fig. 7 is a side elevation, taken at a right angle to Fig. 4, of the needle shown in Fig. 4; Fig. 8 is a side elevation of the needle shown in Fig. 1, showing the same in use and playing as a soft needle; and Fig. 9 is a similar view showing the needle turned at a right angle and playing as a hard needle.

**Sound Box Mounting.** Carl Scribs, Urbana, O. Patent No. 1,391,797.

This invention relates to improvements in

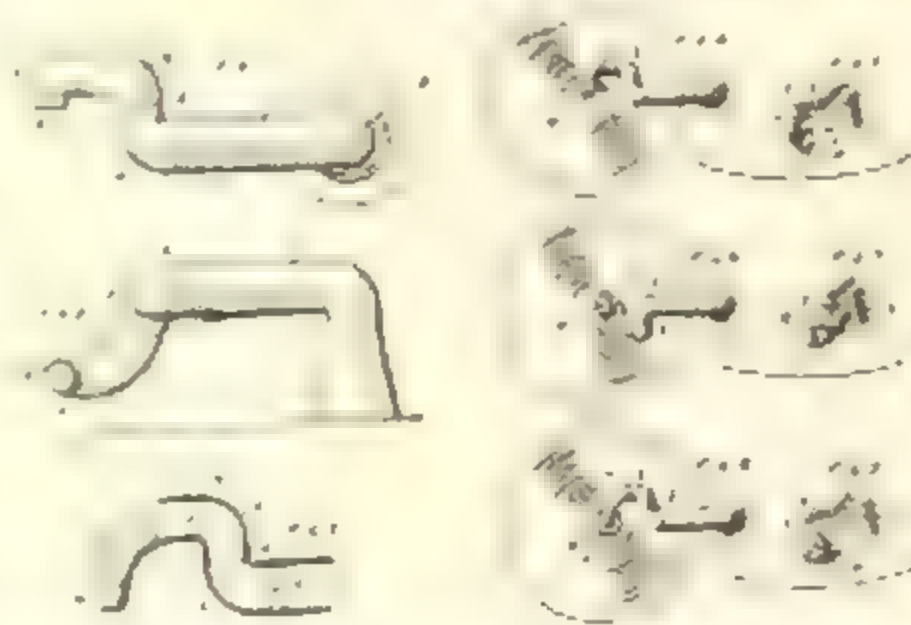


## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 165)

the present invention has particular reference to the means for controlling the movement of the stylus across the playing face of a record, the object of the invention being to provide an improved means which are of such construction as to cause the stylus of a sound box to follow a straight path across the face of a record during the operation of sound reproduction, thereby obtain the true contour of the stylus in the grooves of the record, and eliminate such scraping and scratching sounds that are ordinarily present in records when the record is described as an improved playing surface of a record.

Figure 1 is a top plan view of the tone arm mechanism embodying the present invention; Fig. 2 is a vertical sectional view on an enlarged scale taken through the tone arm

Figure 1 is a top of plan view of a sound conveyor embodying features of the invention; Fig. 2 is a side view of the same; Fig. 3 is a view principally in section illustrating details of construction; Figs. 4 and 5 are plan and perspective

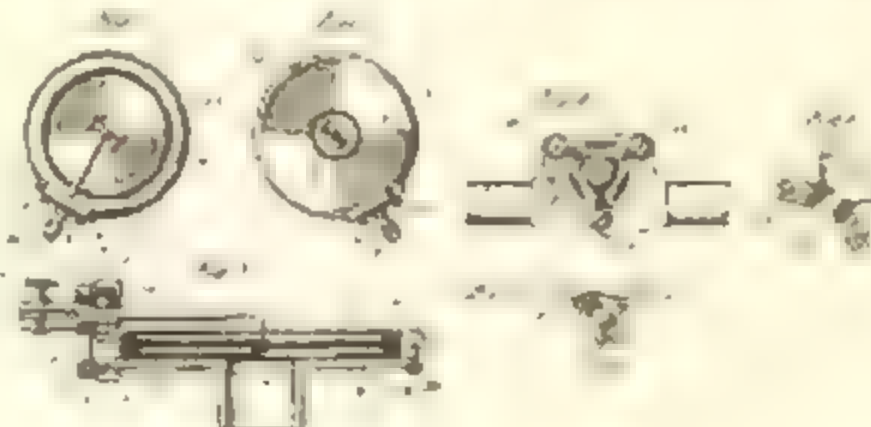


views illustrating the device adjusted for use with a Victor record; Fig. 6 and 7 are similar views of the device adjusted for use with a Pathe record, and Figs. 8 and 9 are similar views of the device adjusted for use with an Edison record.

**Phonograph Reproducer.** Orlando R. Marsh, Chicago, Ill. Patent No. 1,392,430.

This invention belongs to that general class of devices employed with phonographs and devices of that character to audibly reproduce from a record the audible sounds which were employed in making up the record. In the invention the various parts are so arranged as to dispense with all pivot or knife edge connections or supports, which by use are liable to become loose and rattle, and also to dispense with all springs requiring adjustment.

In the drawings Figure 1 is a face view of the improved device; Fig. 2 is a top view of the same device; Fig. 3 is a section taken substantially on line 3-3 of Fig. 1; Fig. 4 is a section

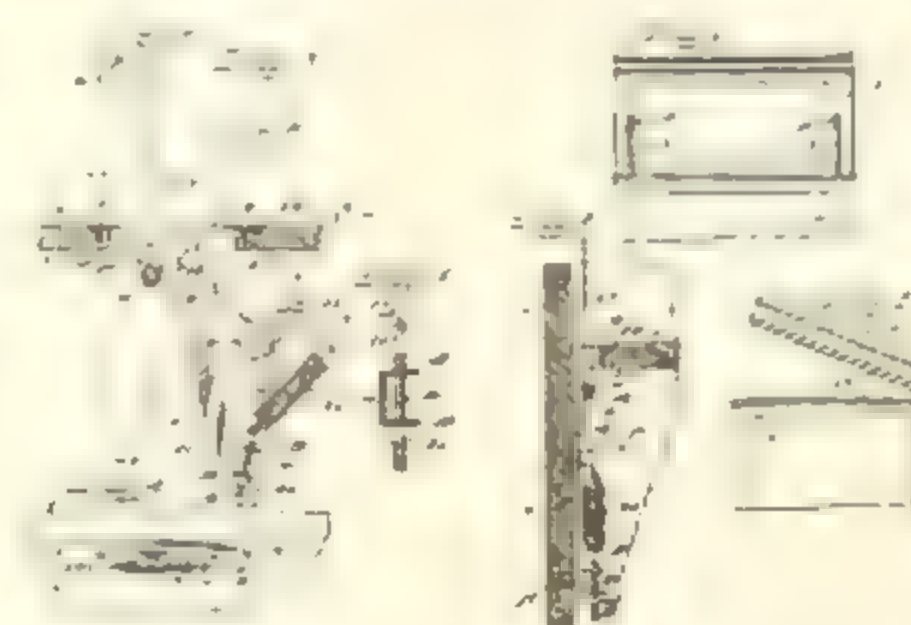


taken substantially on the line 4-4 of Fig. 1; Fig. 5 is a plan view of the supporting plate, and Fig. 6 is a modification of the form shown in Fig. 5.

**Balance Weight Cover Support for Phonographs.** Alfred Bersted and Martin Bersted, Chicago, Ill. Patent No. 1,392,290.

This invention pertains to an improved type of a phonograph cover supporting mechanism adapted to hold the cover balanced in any desired position of adjustment and further adapted to be removed from the phonograph to permit adjustment of the control spring.

In the drawings Figure 1 is a front elevation of the upper portion of a phonograph cabinet, the cover of which is held balanced in an adjusted open position by cover supports embodying the principles of this invention. Fig. 2 is a



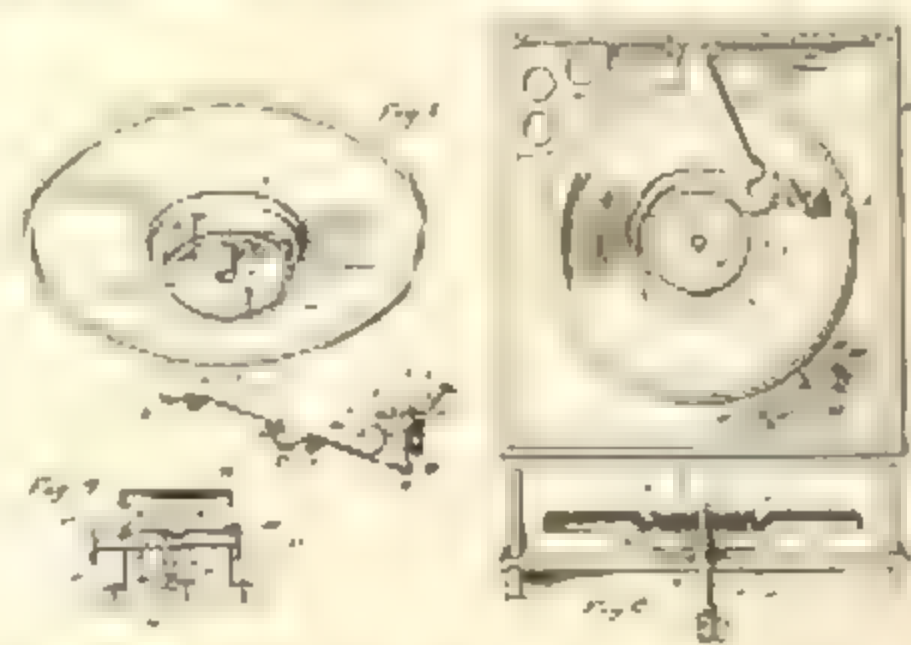
side elevation thereof; Fig. 3 is an enlarged side elevation of the device showing the operation in dotted lines and further disclosing fragmentary parts of the phonograph cabinet and its cover; Fig. 4 is a top plan view taken on line 4-4 of Fig. 3; Fig. 5 is an enlarged detail section taken

on line 5-5 of Fig. 3, showing parts in elevation; Fig. 6 is a sectional view taken on line 6-6 of Fig. 3.

**Record Lifting Device.** Walter A. Richman, Egg Harbor, N. J. Patent No. 1,390,546.

This invention relates to sound-reproduction apparatus and more particularly to a means for lifting disc records from the turntables of such apparatus. Phonographs and the like employing flat disc records have been heretofore so constructed that more or less difficulty is experienced in lifting the record from the flat turntable upon which it is supported during the reproduction period, it being necessary to engage one's finger nails beneath the periphery of the record with the attendant likelihood of slipping of the finger and the possibility of scratching of the record.

Also in the use of the ordinary phonograph it is practically impossible to change records while the turntable is rotating, and it is therefore necessary to apply the brake device whenever it is desired to make this change. While it may not generally be desired to change records while the turntable is rotating, nevertheless it may be



found an advantage to do so and the present invention therefore contemplates the provision of means for lifting the record from the turntable regardless of the position of rotation of the turntable or whether the turntable be stationary or rotating.

Another object of the invention is to so construct the device that in its operation the record will be lifted evenly and supported in position above the turntable a sufficient distance to permit of the passage of one's fingers beneath the periphery of the record and arrangements for the removal thereof.

In the accompanying drawing Figure 1 is a top plan view of the device of the present invention embodied in a phonograph of a well known type; Fig. 2 is a vertical transverse sectional view taken in a plane passing through the axis of the turntable; Fig. 3 is a perspective view illustrating the parts comprising the device partially disassembled; Fig. 4 is a vertical longitudinal sectional view through the operating means of the device.

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 1991 S. ...  
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## CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

*Ready Reference for Salesmen, Dealers and Department Heads*

Color Lighting a Factor in Show Window Display .....	3	The Importance of the Approaching Inventory Season .....	53
The Talking Machine World's Fight Against the Price-Cutting Evil....	3	The Value of Correct Instalment and Collection Methods in Making the Store Pay .....	58-59
How to Build Up an Effective Mailing List and Make It Pay Dividends in Actual Sales .....	4	Helping the Talking Machine Retailer With His January Housecleaning..	61
Making Business Sunshine on Stormy Days Through Systematic Use of the Telephone .....	6	Industrial Conditions West of the Alleghenies .....	64
Developments and Prospects Reviewed .....	8	Featuring the Musical Possibilities of the Talking Machine.....	72
Revenue Act of 1921 Now a Law...	8	Sentimentality of Men Often a Real Sales Factor .....	73
Price Maintenance versus Price-Cutting .....	8	Salesmen Are Made, Not Born....	75
Wise to Keep in Touch With the Banker .....	9	Interesting News from New England.	79
The Opera Season as a Factor in Sales .....	9	Scientific Treatment of Taxation Necessary .....	85
Some Practical Merchandising Suggestions for the Talking Machine Trade .....	11	Entire Trade Proves Optimistic Regarding the Prospects for 1922, 95-97-98-99	
Intelligent Salesmanship Is Biggest Single Need of the Talking Machine Industry To-day .....	13	The Mid-West Point of View....	110-125
The Sales Formula of Advertising, Salesmanship and Hard Work Still Scores .....	15-18	A Deciding Factor in Retail Sales for 1922 .....	122
The Talking Machine as a Voice Critic .....	22	The Value of Explanation in Retail Salesmanship .....	123
Some Sales Stunts of Prominent Dealers that Merit Special Commendation .....	25	Some Reasons Why 1922 Will Reward Fighters .....	124
Woman's Rest Room an Important Store Equipment .....	26	The Great Opportunities for Sales in 1922 .....	125
Promoting Record Sales Through the Medium of Suggested Home Programs .....	29	Robert Gordon's Page of Merchandising Suggestions .....	129
Bedtime Music for Children.....	33	Dealers Becoming Interested in Sheet Music Departments .....	135
Why Manufacturers Should Co-operate With the Census Bureau.....	37	News from the Dominion of Canada..	146
The Unrestricted Exchanging of Records Is a Reprehensible Practice..	43	The Talking Machine Situation in Europe .....	161-164
How the Talking Machine in the School Helps .....	46	Late Patents of Interest to the Trade.	165-166
Learning Lessons from Caruso's and Other Records .....	49	Advance List of January Bulletins of Talking Machine Records....	167-168



# INDEX TO ADVERTISERS

A		H		P	
Aeola Die Casting Corp.	147	Hall Mfg. Co.	121	Pacific Phonograph Co., Inc.	145
Aeolian Co.	100	Harper & Bros.	89	Period Phonograph Shop	107
Alto Mfg. Co.	116	Harponola Co.	27	Permo Co.	22
Ambassador Phono. Co.	120	Hartzell Crucible Co.	33	Phillips Phono. Parts Co., Wm.	50
American Mica Works	19	Health Builders	Inside Back Cover	Phonograph Recording Lab.	128
American Talking Machine Co.	102	Hessig-Ellis Drug Co.	39	Phonomotor Co.	70
American Walnut Mfrs. Ass'n.	126	Hilawatha Phono. Co.	119	Plaza Music Co.	147
Andrews, Curtis N.	87	Hoffay Phono. Co.	74	Pleasing Sound Phono. Co.	75
Arto Co.	134	Horton-Gallo-Creamer Co.	80	Plywood Corp.	84
Artophone Co.	68	Hough, J. E., Ltd.	163	Polk Furn. Co., J. K.	15
		Hough, L. W.	82		
		Hunter Mfg. Co., Everett	116		
B		I		R	
Badger Talking Machine Co.	142			Racine Phono. Co.	105
Bagshaw Co., Wm.	30			Recordophone Co.	141
Barnhart Bros. & Spindler	57, 65, 77, 125	Hisley, Doubleday & Co.	34	Rene Manufacturing Co.	66, 146
Barrcroft, Clement	46	Independent Jobbing Co.	62	Repeating Devices Co.	117
Bertin, Inc., Irving	136	International Mica Co.	106	Rex Gramophone Co.	164
Blackman Talking Machine Co.	69	Iroquois Sales Co.	27	Robinson, Pettit Co., Inc.	39
Blout, Emanuel	25			Rodcheaver Record Co.	149
Boston Book Co.	58				
Bradford, Perry	137				
Bridgeport Die & Machine Co.	74				
Brilliantone Steel Needle Co.	31				
Brooks Mfg. Co.	134				
Bruno & Son, Inc., C.	Insert following page				
Bruce & Sons, A.	27				
Brunswick-Balke-Collender Co.	Insert following page				
Buehn Co., Louis	91				
Buffalo T. M. Co.	Insert following page				
C		J		S	
Cabinet & Accessories Co.	153	Jewel Phonoparts Co.	49, 67	Seaburg Mfg. Co.	11
Cheney Talking Machine Co.	36	Jewett Phono. Co.	63	Self-Lifting Piano Truck Co.	42
Cheney Sales Corp.	92	Jones-Motrola Co.	21	Shelton Elec. Co.	71
Claremont Waste Mfg. Co.	131			Sherman, Clay & Co.	33
Clarion Record Co.	154			Silent Motor Corp.	144
Classified Want Ads.	159, 160			Smith Drug Co., C. D.	39
Clifford Music Co., Francis	139			Smith-Schiffman Co.	94
Cohen & Hughes	20			Snyder, Jack	136, 138
Cole & Dunn Music Co.	119, 124			Sonora Distr. Co. of Texas	39
Collings & Co.	37			Sonora Co. of Philadelphia	93
Columbia Graphophone Co.	16, 17, 22, 26, 32, 35, 45, 70, 86, 101, 109, 131, 154, 158			Sonora Phonograph Co., Inc.	Inside front cover, 38, 39, 97
Connorized Music Co.	75			Sonora Phonograph Co. of Pittsburgh	39
Consolidated Talking Machine Co.	44, 124			Soss Mfg. Co.	72
Cox, Geo. Clay	83			Southern Drug Co.	39
				Southern Sonora Co.	39
				Southwestern Drug Co.	39
				Sphinx Gramophone Motors	59
				Standard Accessory Corp.	127
				Standard Music Roll Co.	134
				Star Mach. & Nov. Co.	155
				Starr Piano Co.	76
				Steel, W. R.	162
				Steger & Sons Piano Mfg. Co.	90
				Steinert & Sons Co., M.	81
				Stephenson, Inc.	41
				Sterling Devices Co.	123
				Sterling Roll & Record Co.	58
				Sterno Manufacturing Co.	130
				Stewart T. M. Co.	68
				Strevell-Paterson Hardware Co.	39
				Symphony Music Co.	122
D		K		T	
Da-Lite Elec. Display Co.	151	Kennedy-Schultz Co.	66	Talking Machine World Trade Directory,	Insert following page
Dalton T. M. Co.	24	Kent Co., F. C.	73	Toledo Talking Machine Co.	53
Ditson & Co., Chas. H.	79	Kiefer-Stewart Co.	39	Tomepco Co.	133
Ditson Co., Oliver	79	Kimball Co., W. W.	143	Triangle Phono. Parts Co.	140
Doctorow, D. R.	50	Knickerbocker T. M. Co.	11, 84	Triplex Art Phono. Co.	159
Dodin, Andrew H.	165	Kraft, Bates & Spencer, Inc.	80		
Droop & Sons Co., E. F.	169				
Duo-Tone Co.	19				
Dyer & Co., W. J.	169				
E		L		U	
Eastern Talking Machine Co.	79	Lakeside Supply Co.	122	Udell Works	45
Eclipse Musical Co.	88	Lansing Sales Co.	83	Unit Construction Co.	Insert following page
Edison, Inc., Thos. A.	Back Cover	Lee-Cott-Andresen Hdw. Co.	39	United Mfg. & Distr. Co.	114
Eight Famous Victor Artists	26	Lesley's	166	Universal Fixture Corp.	51
Elkison Litho, Inc.	155	Lidzen Products Co.	116		
Electro-Chemical Engraving Co.	20	Long Cabinet Co., Geo. A.	96		
Elmes Engg. Co., Chas. F.	117	Lorentzen, H. K.	78		
Elmira Arms Co.	95	Lyon & Healy	112, 145		
Emerson Phonograph Co.	52	Lyons, Wm. H.	117		
Empire Phono. Parts Co.	34				
Eversharp & Brown	42				
F		M		V	
Feist, Leo	56, 62, 73, 94, 104, 128, 132, 137	Magnavox Co.	60	Val's Accessory House	97
Fletcher-Walker Co.	85	Magnolia Talking Machine Co.	40, 42, 106, 160	Valuetone T. M. Co.	156
Flexlume Sign Co.	65	Mahogany Association	43	Van Houten, C. J., & Zoon	39
Forster, Music Publisher	133	Mandel Phono Parts Co.	125	Van Veen & Co.	107
Fulton Talking Machine Co.	101	Manophone Corp.	23	Vicsonia Mfg. Co.	9
		Marks Music Co., Edw. B.	139	Victor Talking Machine Co.	Front Cover, 5, 7
		Marshall Co., Inc., C. L.	39	Vitanola T. M. Co.	215
		McMenimen, H. N.	46		
		Mellor Co., C. C.	160		
		Mellowtone Needle Co.	158		
		Mermol & Co.	106		
		Meyercoed Co.	114		
		Mickel Bros. Co.	40		
		Milwaukee T. M. Mfg. Co.	24		
		Minneapolis Drug Co.	39		
		Modernola Co.	47		
		Modernola Sales Co.	140		
		Montagues, L. & Co.	39		
		Moore-Bird & Co.	39		
		M. S. & E.	39		
		Mutual Phono. Parts Corp.	78		
G		N		W	
General Phonograph Corp.	Inserts following pages 10, 34 and 66	National Decalcomania Co.	92	Walbert Mfg. Co.	111
General Phonograph Mfg. Co.	86	National Publishing Co.	18	Walhall Music Co.	39
Gibson-Snow Co.	39	Natural Voice Phono. Co.	98	Warblatone Music Co.	59
Glória Phono. Co.	56	Netschert, Frank	46	Ward Co., C. E.	29
Glynn, W. B. Distributing Co.	39	New England Talking Machine Co.	82	Western Envelope Co.	153
Gramophone Co., Ltd.	161	New York Album & Card Co.	4	Weymann & Son, H. A.	93
Granby Phono. Corp.	28			Whitit Co., Perry B.	105
Gray Co., Walter S.	43			Widdicombs Furniture Co.	12
Greater City Phono Co.	61			Williams Co., G. T.	103
Greater New York Novelty Co.	99			Williams Corp., Halsted	109
Grietsch Mfg. Co., Fred	104			Wimpfheimer & Bro., A.	32
Griffith Piano Co.	39			Windsor Furn. Co.	54, 55
Grinnell Bros.	108			Wolf Mfg. Industries	118
H		O		Y	
		Ogden Sectional Cabinet Co., Inc.	145	Yahr & Lange Drug Co.	39
		Ormes, Inc.	14		
		Oro-Tone Co.	64, 113		
		Outing T. M. Co.	150		
I		P			
		Pace Phono. Co.	151		
		Paddock Products, Inc.	157		
		Parks & Parks	35		
		Paré Frères Phonograph Co.	152		
		Pesbody & Co., Henry W.	48		
		Pearsall Co., Silas E.	10		
		Peckham Mfg. Co.	84		
		Peerless Album Co.	6		
		Penn Phonograph Co.	92		





## Get Your Share of the Profits on This Popular New Idea

Dealers from all over the country are reporting big, quick profits—demand for famous “Daily Dozen” Exercises on Phonograph Records beyond all expectations.

**M**EN and women everywhere are taking up Walter Camp's new way to keep fit. The famous “Daily Dozen” Exercises, set to music on phonograph records, are creating a tremendous demand and proving their tremendous sales and profit possibilities for dealers.

### Sensational Sales Record— Quick Profits Assured

During the war the “Daily Dozen” Exercises were adopted by the United States Army and

Navy. They were featured in the leading magazines, such as Collier's, Physical Culture, American, Woman's Home Companion, American Boy, Red Cross and many others. Now the “Daily Dozen” Exercises have been set to music on phonograph records, with the commands and instructions given in a clear voice. These “Health Builder” records are sold in sets, each set comprising five 10-inch double-disc records, with 12 charts containing 60 real photographs and a booklet of instructions written in Mr. Camp's clear, forceful style.

Sales are going big—the “Health Builder Sets” are in demand all over the country. Our National Advertising Campaign proved a tremendous success, one ad alone resulting in direct sales aggregating \$5,000.

The movement is sweeping the country—NOW is the psychological

moment to cash in on profits. The demand has been created—the public has been educated and is sold—we're doing the national advertising—you get the profits.

### Be the First Dealer in Your Locality

The “Health Builder” system is the most profitable phonograph record proposition ever put on the market. It is a proven success. Mail the coupon today for sample 10-inch record, with chart and full particulars of our special offer. Learn about this wonderful, profitable movement. All co-operation to boost sales freely given. Get the coupon off NOW for a Sample Outfit. There's no obligation.

### Health Builders' Dept. H.

334 Fifth Ave., New York

A. W. CHAMBERLAIN  
New England Factory Representative  
26 Broad St., Boston, Mass.

Health Builders,  
Department H,  
334 Fifth Ave., New York.

Please send me, prepaid, one 10-inch double-disc “Health Builder” record, carrying four of Walter Camp's “Daily Dozen,” with four charts—and your special proposition to dealers. I have the privilege of returning this outfit.

Name .....  
Address .....







## Remember this—

When people buy phonographs they want music exactly as the artists, themselves, render it.

The New Edison, before more than 5 million people, over 5 thousand times, and in comparison with over 75 prominent artists, has proved that there is no difference between the artist's actual singing or playing and the Edison RE-CREATION of that performance. It is the only phonograph which dares this test of direct comparison.

# THOMAS A. EDISON, Inc.

## ORANGE, NEW JERSEY

### JOBBER OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

**CALIFORNIA**  
Los Angeles—Edison Phonographs, Ltd.  
San Francisco—Edison Phonographs, Ltd.

**COLORADO**  
Denver—Denver Dry Goods Co.

**CONNECTICUT**  
New Haven — Pardee-Elfenberger Co., Inc.

**GEORGIA**  
Atlanta—Phonographs, Inc.

**ILLINOIS**  
Chicago — The Phonograph Co. Wm. H. Lyons (Amberola only).

**INDIANA**  
Indianapolis—Kipp Phonograph Co.

**IOWA**  
Des Moines—Harger & Blish.  
Sioux City—Harger & Blish.

**LOUISIANA**  
New Orleans—Diamond Music Co., Inc.

**MASSACHUSETTS**  
Boston—Pardee-Elfenberger Co.  
Iver Johnson Sporting Goods Co. (Amberola only).

**MICHIGAN**  
Detroit—Phonograph Co. of Detroit

**MINNESOTA**  
Minneapolis—Laurence H. Lucker

**MISSOURI**  
Kansas City—The Phonograph Co. of Kansas City.  
St. Louis—Silverstone Music Co.

**MONTANA**  
Helena—Montana Phonograph Co.

**NEBRASKA**  
Omaha—Shultz Bros.

**NEW YORK**  
Albany—American Phonograph Co.  
New York—The Phonograph Corp. of Manhattan.  
Syracuse—Frank E. Bolway & Son, Inc. W. D. Andrews Co. (Amberola only).

**OHIO**  
Cincinnati—The Phonograph Co.  
Cleveland—The Phonograph Co.

**OREGON**  
Portland—Edison Phonographs, Ltd.

**PENNSYLVANIA**  
Philadelphia—Girard Phonograph Co.  
Pittsburgh—Buchan Phonograph Co.  
Williamport—W. A. Myers.

**RHODE ISLAND**  
Providence—J. A. Foster Co. (Amberola only).

**TEXAS**  
Dallas—Texas-Oklahoma Phonograph Co.

**UTAH**  
Ogden—Proudfit Sporting Goods Co.

**VIRGINIA**  
Richmond—The C. B. Haynes Co., Inc.

**WISCONSIN**  
Milwaukee—The Phonograph Co. of Milwaukee.

**CANADA**  
Montreal—R. S. Williams & Sons Co., Ltd.  
St. John—W. H. Thorpe & Co., Ltd.  
Toronto—R. S. Williams & Sons Co., Ltd.  
Vancouver—Kent Piano Co., Ltd.  
Winnipeg—R. S. Williams & Sons Co., Ltd.  
Babson Bros. (Amberola only).